

NBC TELEVISION NETWORK NEWS

April 3, 1961

PRESIDENT KENNEDY AND FIRST LADY WILL PARTICIPATE IN NBC-TV SPECIAL,
'JFK--REPORT NO. 2,' DESCRIBING WHITE HOUSE ACTIVITIES AND AIDES

President John F. Kennedy will describe the way the White House functions under his administration and the roles of the key staff members who make it work, when he appears on "JFK--Report No. 2" on the NBC-TV Network Tuesday, April 11 (10-11 p.m. EST).

In a separate appearance on the same program, Mrs. Kennedy will discuss her role as the nation's First Lady, her views on family life in the White House, and her plans for changing the interior of the executive mansion.

President Kennedy will be seen in an interview with NBC News correspondent Ray Scherer in the Cabinet Room of the White House. He will look through a series of photos of White House staff members and will comment on their functions. The still pictures were taken for the program by photographer Jacques Lowe, who has been covering staff meetings and other activities in the White House for the past few weeks.

The photos, which will be seen on camera as the President discusses them, will show 16 Presidential aides, including McGeorge Bundy, Special Assistant on National Security Affairs; Theodore C. Sorenson, Special Counsel to the President; Meyer Feldman, Deputy Special Counsel to the President; and Pierre Salinger, White House Press Secretary.

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The interview with the President was taped in the Cabinet Room of the White House. The interview with Mrs. Kennedy was taped in the Green Room and was conducted by Sander Vanocur. Both Vanocur and Scherer are White House correspondents for NBC News.

The program will examine the first 82 days of the Kennedy administration -- the actions taken by the administration and the reactions to it in this country and abroad. NBC News correspondent Edwin Newman will be anchorman on the program, which will be produced by Robert Northshield and directed by James Kitchell.

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NBC-New York, 4/3/61

NBC TELEVISION NETWORK NEWS

April 3, 1961

'ANATOMY OF A HOSPITAL'

'NBC White Paper No. 5' to Study An American
Hospital and Its Daily Problems

"Anatomy of a Hospital," a special program studying an American hospital and the problems faced daily by its doctors, nurses, administrators and patients, will be presented as "NBC White Paper No. 5" on the NBC-TV Network Sunday, April 16 (10-11 p.m. EST).

NBC News correspondent Chet Huntley will narrate the program, which will focus on the Cambridge (Mass.) City Hospital. NBC camera crews headed by producer Albert Wasserman and director Robert Young filmed activities throughout the hospital -- from the accident ward to the operating room, from the boiler room to the kitchen.

Executive producer Irving Gitlin said that the program would take a close look at the hospital as an institution which plays a meaningful part in the lives of Americans from birth to death. He said it would examine the Cambridge hospital as it is affected by the general "hospital crisis" -- the shortage of doctors, nurses and technicians, the influx of foreign interns and resident physicians, the rising costs of medical services and other problems.

The program will include the views of interns, resident and visiting physicians, nurses and staff administrators, as well as patients. It will cover staff meetings, the sessions of a committee that checks on surgical procedures, and a meeting of the Cambridge City Council discussing the hospital budget.

(more)

2 - 'Anatomy of a Hospital'

Mr. Gitlin pointed out that in 1953 a Presidential commission estimated that the U. S. would need 292,000 doctors by 1960. He said that today the nation is short of that figure by 60,000, and that a new report last year called for a 50 percent increase in the number of men and women graduated each year from medical schools. He cited these other figures:

In 1959 U. S. hospitals had 8,400 foreign interns on their staffs -- a greater number than all the M. D.s graduated from the nation's 85 medical schools last year. Seventeen per cent of the doctors licensed for medical practice in 1958 were educated outside the U. S.

According to the American Nurses Association, an additional 56,000 professional nurses are needed to supply the needs of hospital patients. In addition, hospitals report a serious lack of dietitians, laboratory and X-ray technicians, physical therapists and medical record workers.

Dr. Henry Pratt, New York Hospital, wrote in the New York State Medical Journal of Feb. 1, 1960 that "the steady rise in hospital costs is a cause for grave concern...From 1946 through 1957 the patient-day cost of voluntary, general and special hospitals increased by 161.5 percent."

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NBC-New York, 4/3/61

JOHN SCOTT TROTTER TO DIRECT NBC STAFF ORCHESTRA
FOR 13TH ANNUAL 'EMMY AWARDS' PRESENTATIONS

John Scott Trotter will be director of the NBC staff orchestra for the 13th annual "Emmy Awards" show, which will be broadcast over NBC-TV Tuesday, May 16 (10-11:30 p.m. EDT).

Composer-conductor Trotter began his musical career in his native Charlotte, while attending the University of North Carolina. His first professional job was as pianist-arranger for the late orchestra leader Hal Kemp, with whom he was associated 11 years.

Trotter then became musical director for the Bing Crosby radio show, a post he held 17 years. He served in the same capacity five years on "The George Gobel Show," three of them on NBC-TV. Three of his record albums have enjoyed wide success and a fourth will soon be realeased.

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NBC-New York 4/3/61

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FORMAT AND SETTING OF NBC-TV'S "NATION'S FUTURE" BROADCASTS
UTILIZED FOR READER'S DIGEST FORUM ON YOUTH CRIME

The format and setting for NBC-TV's "The Nation's Future" series of debates on important issues have been chosen as the best means of presenting a Reader's Digest Forum on Youth Crime Wednesday, April 5 in the Jade Room of New York's Waldorf-Astoria Hotel.

John K. M. McCaffery, moderator of the television debates, will moderate the panel discussion in which former juvenile delinquents from New York, Washington, Detroit, Chicago and Los Angeles will explain how they overcame their problems and are leading useful lives. Following "The Nation's Future" format, the speakers will answer questions from a selected audience composed of members of youth organizations and their leaders.

Charles N. Hill, director of "The Nation's Future," will stage the roundtable discussion in an adaptation of the arena setting used for the NBC-TV broadcasts.

"The Nation's Future" is presented on NBC-TV Saturdays from 9:30 to 10:30 p.m. EST. Arthur Barron produces the program under the supervision of Irving Gitlin, executive producer.

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NBC-New York, 4/3/61

NBC TRADE NEWS

April 4, 1961

REYNOLDS METALS TO SPONSOR 'ALL-STAR GOLF' ON NBC-TV

The world's top professional golfers will compete for cash prizes on "All-Star Golf," which will be presented on the NBC Television Network next season under sponsorship of Reynolds Metals Company.

The announcement was made today by Don Durgin, Vice President, NBC-TV Sales.

"All-Star Golf," with famed professional Jimmy Demaret as commentator, will be presented Saturdays 5:30-6 p.m. NYT during the 1961-62 season. Each week two leading pros will compete in medal play on one of America's top championship courses. The winner will receive \$2,000 and return the following week to face a new challenger. The loser will get \$1,000. Additional bonus prizes will be awarded -- \$10,000 for a hole-in-one and \$500 for each eagle.

"All-Star Golf" is produced by Peter DeMet Productions for Glen Films Inc. Mr. DeMet is executive producer and Sidney Goltz is producer-director.

The Reynolds Metals Company order was placed through Lennen & Newell, Inc.

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April 4, 1961

REYNOLDS METALS COMPANY WILL SPONSOR ALTERNATE-TUESDAY
'REYNOLDS ALUMINUM HOUR - DICK POWELL MYSTERY THEATRE'
ON NBC TELEVISION NETWORK DURING THE 1961-62 SEASON

Reynolds Metals Company will sponsor the "Reynolds Aluminum Hour - Dick Powell Mystery Theatre" on the NBC Television Network during the 1961-62 season.

Don Durgin, Vice President, NBC-TV Sales, announced today that the contemporary series, produced by Four Star Television in association with NBC, will be sponsored by Reynolds Metals Company alternate Tuesdays, 9-10 p.m. NYT.

The series, Four Star's flagship production for the new season, will have the exclusive performing services of Mr. Powell. He will serve as host each week and will star in at least a third of the original dramas.

In addition, Mr. Powell, the President of Four Star, will serve as executive producer of the action-adventure and mystery-suspense stories. Tom McDermott, Executive Vice President at Four Star, will be an additional executive producer.

Mr. Powell has announced that David Niven, Charles Boyer, Curt Jurgens, Robert Morley and Jack Hawkins have been signed as guest stars for the series.

Producers, including Aaron Spelling, and directors will be rotated. Writers include Adrian Spies, Richard Alan Simmons, Christopher Knopf and Frank Gilroy.

Advertising agency for Reynolds Metals Company is Lennen & Newell Inc.

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April 4, 1961

'THE SQUARE WORLD OF JACK PAAR' TO HAVE SECOND NBC-TV SHOWING,
WITH PROCTER & GAMBLE AGAIN SPONSORING THE FULL-HOUR SPECIAL

"The Square World of Jack Paar," the full-hour special in which the late-night television star takes viewers on a laugh-filled tour, will be repeated on NBC-TV Tuesday, May 2 (10-11 p.m. EDT).

The program, one of the network's top-rated specials this season, will again be sponsored by Procter and Gamble Company for Crest Toothpaste. Benton and Bowles Inc. is the agency.

Besides its high rating, "The Square World of Jack Paar," originally broadcast Jan. 31, 1961, received excellent critical acclaim. One reviewer termed the program "a satisfying hour of TV" and singled out Cliff Arquette's whimsey as being exceptional. Another critic called the broadcast "a warm, friendly travelogue...complemented no end by Paar's commentary -- bright and amusing on the one hand, sober and informative on the other." And one review said the show, accompanied by amusing commentary, "made for a pleasant low-pressure hour."

During the hour, Paar relives many escapades during the numerous trips he, his family and friends have taken around the world. He shows his bullfight in Spain, his camel ride in a desert, his visit to East Berlin and his battle with chopsticks in Hong Kong. Home movies, accompanied by a travelogue in "Paar-ese," cover 12 countries, 17 cities and four continents.

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April 4, 1961

AMERICAN TOBACCO CO. BUYS SPONSORSHIP IN 'THRILLER'
AND 'TALES OF WELLS FARGO' ON NBC-TV

The American Tobacco Company has purchased sponsorship in "Tales of Wells Fargo" and "Thriller" on NBC-TV for the 1961-62 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

American Tobacco has been a sponsor of both programs since they started on NBC-TV. "Tales of Wells Fargo" began in March, 1957, and "Thriller" last September.

"Tales of Wells Fargo" will be expanded to a full hour for its fifth season on NBC-TV and will be televised on Saturdays 7:30-8:30 p.m. (NYT). The program is currently broadcast Mondays, 8:30-9 p.m. "Thriller," now on Tuesdays 9-10 p.m. (NYT) will move to Mondays 10-11 p.m. (NYT) next season.

Both purchases were placed through Sullivan, Stauffer, Colwell & Bayles Inc.

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April 4, 1961

JOHN M. OTTER IS APPOINTED DIRECTOR,
SPECIAL PROGRAM SALES, NBC-TV NETWORK

Appointment of John M. Otter as Director, Special Program Sales, NBC Television Network, was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Mr. Otter assumes the duties recently vacated by Edwin S. Friendly Jr. when he became Vice President, Program Administration, NBC Television Network. Mr. Otter joined the Special Program sales staff in July, 1959, and before that was associate producer of the "Today" show for three years.

With NBC since June, 1953, he was commercial producer of the Arlene Francis "Home" show for more than two years. At one time he was production assistant on "Armstrong Circle Theater."

Mr. Otter is a graduate of Cornell University. He is married and lives in Manhattan.

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BOB HENRY TO BE OVERALL PRODUCER-DIRECTOR
OF 'EMMY AWARDS SHOW' BROADCAST

NBC producer-director Bob Henry has been named overall producer-director for the 13th annual "Emmy Awards" show to be broadcast on NBC-TV Tuesday, May 16 (10-11:30 p.m. EDT).

This will mark the third consecutive year that Henry has been associated with the program. In 1959 and 1960 he was producer-director for the West Coast origination.

Henry's credits as producer-director include the former NBC-TV "Nat King Cole" and "Gisele MacKenzie" shows and the "Aqua Rodeo" and "Kids Are Funny" programs on NBC-TV's "The Chevy Show." He also produced-directed "The Summer Chevy Show" for two seasons and directed "Babes in Toyland" on "The Shirley Temple Show."

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NBC-New York, 4/4/61

SELECTIONS FROM NBC SPECIAL PROJECTS' "WISDOM"
BEING RELEASED ON TWO LONG-PLAYING DISCS

Selections from "Wisdom," the NBC-TV Special Projects series of conversations with today's elder wise men, are being released this month by Decca Records on two long-playing discs.

In "Wisdom: Volume I" (DL 9083) are conversations with Carl Sandburg, the poet and Lincoln biographer; Dr. Harlow Shapley, the astronomer; Jawaharlal Nehru, India's Prime Minister, and Jacques Lipchitz, the sculptor.

The four conversations in "Wisdom: Volume II" (DL 9084) are with David Ben-Gurion, Israel's Prime Minister; Frank Lloyd Wright, the architect; Bertrand Russell, the philosopher and mathematician; and Sean O'Casey, the dramatist.

The TV series, which began in 1952, is under the supervision of Donald B. Hyatt, Director of NBC Special Projects. The current producer is James Nelson, who served as editorial adviser for the recorded series. Nelson's anthology of 24 "Wisdom" programs was published in 1959. A second anthology will be published in May.

Rather than interviews in the cross-examination sense, the programs are essentially visits to the wise elders in their own homes or working places, with the interviewer an unobtrusive guest off-camera and off-microphone as much as possible. The intent of the continuing series, according to Nelson, is to capture on sound-film the wisdom these distinguished figures of the age have extracted from life.

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NBC-New York, 4/4/61

REVISED CREDITS FOR 'YOUNG DOCTOR MALONE' ON NBC-TV NETWORK

Time: NBC-TV Network, Monday through Friday
(3-3:30 p.m. NYT).

Format: Serial drama -- set in the Maryland town
of Dennison -- about Dr. Jerry Malone,
head of Valley Hospital; his wife, Tracey;
his adopted son, Dr. David Malone; Jill
Malone, daughter of Dr. Jerry Malone;
and their relatives and friends.

Cast: Dr. Jerry Malone played by William Prince
Tracey Malone.....Augusta Dabney
Dr. David Malone.....John Connell
Jill Malone.....Freda Holloway
Clare Bannister.....Lesley Woods
Deirdre Bannister.....Elizabeth St.
Clair
Faye Bannister Koda.....Lenka Peterson
Dr. Stefan Koda.....Michael Ingram
Lisha Steele Koda.....Susan Hallaran
Lionel Steele.....Martin Blaine
Dr. Ted Powell.....Peter Brandon
Gig Houseman.....Diana Hyland
Lillian Houseman.....Ann Shoemaker
Christabel Fisher.....Betty Sinclair
* * *

Producer: Carol Irwin

Director: James Young
(more)

2 - Revised Credits for 'Young Doctor Malone'

Associate Producer: Doris Quinlan

Associate Director: Norman Cook

Writer: Ian Martin

Unit Manager: Clem Egolf

Music Director: Billy Nalle

Original Starting Date: Dec. 29, 1958

Origination: Live, from NBC-TV's New York Studios

Sponsors (and Agencies): Alberto-Culver Co. (Compton Advertising Inc.); General Mills Inc. (Dancer-Fitzgerald-Sample Inc.); H. J. Heinz Co. (Maxon Inc.); Andrew Jergens Co. (Cunningham & Walsh Inc.); Lever Brothers Company (Batten, Barton, Durstine & Osborn, Inc.); Mennen Co. (Grey Advertising Agency, Inc.); Miles Laboratories, Inc. (Wade Advertising Inc.); Plough Inc. (Lake-Spiro-Shurman Inc.); Procter and Gamble Co. (Dancer-Fitzgerald-Sample Inc.); The Purex Corp. (Edward H. Weiss & Co.); Sterling Drug (Dancer-Fitzgerald-Sample Inc.); The Toni Company (North Advertising Inc.); and U. S. Borax & Chemical Corp. (McCann-Erickson, Inc.).

NBC Press Representative: Stan Appenzeller, New York.

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NBC-New York, 4/4/61

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NBC TRADE NEWS

April 5, 1961

THREE MORE TO SPONSOR 'DR. KILDARE,' MAKING
NEW SERIES FOR 1961-62 SOLD OUT

Purchases by three more advertisers in the new NBC-TV series, "Dr. Kildare," for the 1961-62 season have added the program to the network's list of sold-out shows for next season.

The advertisers are the Singer Sewing Machine Company, Warner-Lambert Pharmaceutical Company and the Colgate-Palmolive Company. Sponsorship of the series by Glenbrook Laboratories, division of the Sterling Drug Company, and the Liggett & Myers Tobacco Company was announced previously.

"Dr. Kildare," which will be a co-production of NBC and MGM-TV based on the famous motion pictures series, will co-star Raymond Massey as Dr. Gillespie and Richard Chamberlain in the title role.

The Warner-Lambert Pharmaceutical Co. purchase was placed through Lambert & Feasley Inc.; the Colgate-Palmolive Co. order through Ted Bates and Co., and the Singer Sewing Machine Co. purchase through Young & Rubicam Inc.

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NBC TELEVISION NETWORK NEWS

April 5, 1961

NBC RECEIVES TWO-YEAR CONTRACT FOR EXCLUSIVE TV AND RADIO RIGHTS TO NATIONAL FOOTBALL LEAGUE TITLE GAME IN 1961 AND 1962

A two-year contract for exclusive television and radio rights to the National Football League Championship Game was awarded today to the National Broadcasting Company, which has presented the dual coverage for the past six years.

The new contract was announced by Pete Rozelle, NFL Commissioner, and Tom S. Gallery, NBC Sports Director. It provides for NBC coverage of the championship game in 1961 and 1962.

Mr. Rozelle said the league was delighted to "be able to continue bringing our world title game to the football fans of the nation. It is an added pleasure to continue our fine relations with NBC."

Speaking for NBC, Mr. Gallery declared, "We are pleased to continue the title game coverage. Those who saw last December's 17-13 victory by Philadelphia over Green Bay or the great sudden-death Baltimore victory three years ago know how fine the game is in the National Football League."

NBC began covering the NFL championship game on television and radio in 1955.

The NFL title clash is one of many championship attractions covered by NBC. Others include baseball's World Series, the National Open Golf Championship, the National Singles Tennis Championships, the National Invitation Basketball Tournament championship game and the National Basketball Association championship playoffs.

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NBC COLOR TELEVISION NEWS



April 5, 1961

'THE DEAN MARTIN SHOW'

Star's First TV Special of 1961 Will Have Andy Griffith
And Tony Martin as Guest Headliners Tuesday, April 25

Dean Martin has signed comedian-actor Andy Griffith and singing star Tony Martin as guest headliners for "The Dean Martin Show" -- a special hour of comedy and song -- to be broadcast in color on NBC-TV Tuesday, April 25 (10-11 p.m. EST). David Rose and his orchestra will provide the musical accompaniment.

Originating from NBC's color studios in Burbank, Calif., the program will be produced by Alan Handley and directed by Greg Garrison.

Dean Martin, currently fulfilling a three-week engagement at The Sands in Las Vegas, will be making one of his infrequent television appearances in his first special of 1961.

Andy Griffith, now star of his own TV series, first received public and critical recognition in the Broadway play "No Time for Sergeants," and later went to Hollywood to re-create his award-winning role on the screen. He also starred in "A Face in the Crowd" and "Onionhead."

Tony Martin has been in the top rank of male singing personalities for more than 25 years and a popular film personality for nearly as long. Many of his recordings have become popular classics, including "Begin the Beguine," "The Last Time I Saw Paris" and "Domino."

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'EMMY AWARDS' BROADCAST ASSIGNMENTS ANNOUNCED

Jerry McPhie will be associate producer in Hollywood for the 13th annual "Emmy Awards" show, to be broadcast on NBC-TV from the Moulin Rouge nightclub Tuesday, May 16 (10-11:30 p.m. EDT).

Ed Pierce will handle similar duties, and Van Fox will be director, from New York-originated segments of the program, the locale of which will be announced. Bob Henry, as previously announced, will be overall producer-director.

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NBC-New York, 4/5/61

REVISED CREDITS FOR 'FROM THESE ROOTS' ON NBC-TV NETWORK

Time: NBC-TV Network, Monday through Friday (3:30 to 4 p.m. NYT).

Format: Serial drama set in the small New England town of Strathfield and centered around the Fraser family including Ben Fraser, editor of the town's newspaper; his daughter, journalist Liz Fraser Allen; his son-in-law, David Allen, a playwright, and their relatives and friends.

Cast: Liz Fraser Allen played by...Ann Flood
David Allen.....Robert Mandan
Ben Fraser.....Rod Hendrickson
Emily Benson.....Helen Shields
Lyddy Benson.....Sarah Hardy
Ben Fraser Jr.....Frank Marth
Rose Fraser.....Tresa Hughes
Dan Fraser.....Dana White
Dr. Buck Weaver.....Len Wayland
Maggie Weaver.....Billie Lou Watt
Kass.....Vera Allen
Laura Tomkins.....Audra Lindley
Stanley Krieser.....Leon Janney
Lynn Franklin.....Barbara Berjer
Tom Jennings.....Craig Huebing
Jimmy Hull.....John Colenback
Don Curtiss.....Clark Warren
Frank Teton.....George L. Smith

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Time:

100-TV Network, Monday, 10-11-64, 10-11-64

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100-TV Network, Monday, 10-11-64, 10-11-64

Producer: Paul Lammers
Director: Len Valenta
Writer: Leonard Stadd
Associate Producer: Rae Hannon
Associate Director: Hugh McPhillips
Music by Clarke Morgan
Unit Manager: Clem Egolf
Original Starting
Date: June 30, 1958
Origination: Live from NBC-TV's New York Studios

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Sponsors (and
Agencies): Bauer and Black (Leo Burnett Co., Inc.); Beech
Nut Life Savers Inc. (Young & Rubicam Inc.);
Colgate-Palmolive Co. (D'Arcy Advertising Co.);
The Dow Chemical Co. (Norma, Craig & Kummel,
Inc.); The Frito Co. (J. Walter Thompson Co.);
General Mills Inc. (Batten, Barton, Durstine
& Osborn Inc.); H. J. Heinz Co. (Maxon Inc.);
Lever Brothers Co. (Batten, Barton, Durstine &
Osborn Inc.); Mennen Co. (Grey Advertising
Agency Inc.); Plough Inc. (Lake-Spiro-Shurman
Inc.); The Proctor-Silex Corp. (Weiss and
Geller Inc.); The Purex Corp. (Edward H. Weiss
& Co.); Simoniz Co. (Dancer-Fitzgerald-Sample,
Inc.); Sweets Company of America; The Toni
Company (North Advertising, Inc.); Union Under-
wear Co. (Grey Advertising Agency Inc.), and
U. S. Borax & Chemical Corp. (McCann-Erickson,
Inc.).

NBC Press
Representative: Stan Appenzeller, N. Y.

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NBC-New York, 4/5/61

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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ROBERT W. SARNOFF TELLS UNIVERSITY OF PENNSYLVANIA SEMINAR
NETWORK TV HAS PROGRESSIVELY OPENED NEW HORIZONS OF TASTE
AND INTEREST IN CULTURE AND INFORMATION ON MASSIVE SCALE

PHILADELPHIA, April 6 -- Network television has progressively year after year opened new horizons of taste and interest in culture and information on a massive scale, Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, said here today.

Speaking at a Seminar at the Annenberg School of Communications of the University of Pennsylvania, Mr. Sarnoff pointed out these contributions were made possible by the advertising base which supports the medium and by developing a potential audience of millions for new cultural and intellectual experiences through the appeal of mass entertainment programs.

Discussing the achievements of network television, Mr. Sarnoff said:

"Perhaps the most impressive accomplishments of television as a social force have been made possible by a phenomenon unique to broadcasting. That phenomenon is the exposure of viewers to material that they would normally have little chance or desire to see. . . This phenomenon has enabled network television to confront millions of viewers with cultural and intellectual opportunities that they do not ordinarily seek and would not otherwise have experienced."

Mr. Sarnoff's topic was "The Television Network and American Society." He said that while the broadcasting system consists of a variety of elements other than the network, it is the network which is

"the balance wheel around which all the intricate machinery of the system turns."

In tracing the stimulating social and cultural impact of network television over its first 12 years, Mr. Sarnoff noted that it has given Shakespeare, classical music, the opera and the ballet the biggest audiences in history. "More Shakespearean productions have been visible on television in the last dozen years than on Broadway," he pointed out.

Mr. Sarnoff said that network television has given the American people "unparalleled opportunity to become familiar with the thinking and character of the leading personalities of our time; with the events that are shaping our future; and with the issues that engage us all."

Through its coverage of political conventions and campaigns and "The Great Debate" between the Presidential candidates in 1960, Mr. Sarnoff said network television "has stimulated the interest of the American People in their own government and injected fresh vigor into the democratic process."

"It is significant," he added, "that in each of the three national elections since the advent of television on a network basis, a greater percentage of eligible voters went to the polls than ever before in American history."

Mr. Sarnoff pointed out that on NBC-TV, 23 per cent of the current network schedule is devoted to informational programming and, "as some reflection of the extent to which this represents leading the audience, these programs draw only 13 per cent of NBC's viewers."

The NBC executive took note of charges that television tends to lower public taste but offered evidence that "is quite the contrary."

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"In the decade since the United States began to feel the impact of television as a national medium, our population has gone up 20 per cent," he said. "But the publication of books has gone up more than 100 per cent; publication of juvenile books is up about 200 per cent; library circulation is up 50 per cent; the number of museums has grown by nearly 80 per cent; the number of symphony orchestras has doubled; the sale of classical phonograph records is up 50 per cent; college enrollment is up 46 per cent. Now, I do not suggest that television is necessarily to be credited for all of this upsurge in cultural vitality. At the very least, however, it is hard to see how it is dealing us a cultural blow."

Mr. Sarnoff summed up the "unique role of the network and its relationship to American society" by making these points:

--"The (television) network serves an affirmative social value by organizing and maintaining a national program structure which reflects the diversity of interests within our society. At the same time, this program service offers mass audiences continuing opportunities for new cultural and intellectual experiences.

--"The network serves the national interest by making it possible for the government to be in direct and immediate contact with the total public. It is the only communications medium that fulfills this function so indispensable in a democratic society.

--"The network is the keystone of the whole complex of the broadcasting enterprise. Its programming and facilities have created and maintained a nation-wide audience which underlies

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the development of stations, production organizations, talent, and the various forms of broadcast advertising.

--"The network, as a uniquely efficient national advertising medium in itself, contributes enormously to the effective mass marketing which is essential to a constantly expanding free-enterprise economy. It is only through such an economy, which consumes its way to prosperity, that our society can meet its obligations and preserve its freedom."

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NBC-4/6/61

Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pa.
April 6, 1961

"THE TELEVISION NETWORK AND AMERICAN SOCIETY"

When I was at college -- and that doesn't go back any farther than the campus days of the President of the United States -- communications barely figured in the curriculum. Today it is the subject not merely of courses but of full departments and whole schools. This is a development that delights me as a working member of the profession. Apart from its importance in training the professionals of the future, it represents a deeply needed channel of communication between the intellectual community and the world of communications itself. It was intellectually fashionable too long to treat the popular media with scorn, cynicism and righteous superiority. In varying degrees, perhaps they may invite such attitudes; but first they deserve to be understood in their full character and purpose. Toward such understanding, I welcome this opportunity to discuss "The Television Network and American Society."

The title of my talk was well chosen by those who assigned it, for the television network is peculiarly an institution of our American society; and its nature and function, its values and shortcomings reflect the character of that society. We live in a society built on freedom -- free expression, free choice, free competitive enterprise. It is a pluralistic society, with a wide and complex diversity of groups and interests, and a tradition of accommodation and compromise. It is an acquisitive, commercial society, with a premium

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on abundance and growth. It is a society of the rule of the majority -- and the rights of the minority. It is a society at once dedicated to fulfilling the individual and to the sometimes conflicting goal of serving the common good. All these characteristics, with the blessings and dilemmas they imply, find expression in our system of broadcasting and its daily outpouring of entertainment and information from the cathode tube in nearly 50,000,000 homes.

That system of broadcasting consists, of course, of a variety of elements other than the network. But the network is the balance wheel around which all the intricate machinery of the system turns. It is the network operation, a communication and business phenomenon quite without comparison in any other field, which made radio broadcasting a feasible enterprise in the United States, and which stimulated its vast growth. It is the network operation which established the television industry as well, which made it flourish so spectacularly and which maintains the medium today as a comprehensive national program service unmatched in scope and variety anywhere else in the world.

In part, the network idea is simply the result of geography: it is the only physical means of effecting simultaneous national transmission of radio and television in a country as large as the United States. But the idea also sprang from practical necessities of programming and economics.

There was no such thing as a network for six years after the first radio station went on the air in 1920. In those years, radio squawked through a turbulent infancy. Stations sprang up on all sides; there were 600 by the end of 1922 and 1400 by the end of 1924. Then the novelty of hearing from a distant location seemed to wear off. Listeners defected for lack of programs worth hearing; and stations had no regular source of income. They began folding as swiftly as they

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had sprung up. By 1926, more than half of them had gone dead, and the whole new enterprise of broadcasting seemed headed for collapse.

In 1926, the National Broadcasting Company was created to meet the needs of the situation through the innovation of national networking. NBC's opening program, on November 15, 1926, was carried by 25 stations as far west as Kansas City. It started a regular daily program service for the first time in history. Two months later, the network reached from coast to coast. Within a year, a second network was launched by CBS, and soon afterward Mutual formed a third.

The network idea caught on and thrived because it provided the twin functions required for the survival and growth of free-enterprise broadcasting: a regular national program service and a means of supporting it through advertising. To perform these functions meant organizing a complex of business relationships. The network companies had to set up arrangements with independently owned stations across the nation; with the advertisers who bought the combined circulation of the stations; with producers, writers and performers who created the programs; with the telephone company for the interconnection of the stations. They also had to assume the costs of studios, equipment and staff before a single program went on the air.

Through this initiative, the network service created a vast national audience which provided a foundation for building hundreds of new stations. The whole broadcasting enterprise that had faltered and slipped was able to take hold and move forward. The growth of the radio audience enabled unaffiliated as well as network-affiliated stations to operate, and it also furnished a base for local and national spot advertising.

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Throughout the '30s and '40s, radio continued its development, while experimentation proceeded on the new medium of television. Again, it was networking that ushered in the television era. NBC launched the first television network in 1947 when there were only six stations in operation and only 14,000 television sets in the whole country. Year after year, NBC and later other networks poured millions of dollars into programming and facilities for a new service and a new industry.

The first season of network programming included the Kraft Television Theater, the World Series, the Theater Guild dramatic series, Howdy Doody and the Louis-Walcott fight. The next year brought Milton Berle and coverage of the national political conventions. It was the availability of network programming of this kind that put stations into operation, sets into homes and television into the most spectacular growth curve in industrial history. Set circulation grew to 1,000,000 by the end of 1948; in successive years, it leaped to 4,000,000, then 10,000,000, then 16,000,000. Expanding at the same time were the hours and scope of programming. The same cycle of growth has been taking place in color television, though at a slower pace since color represents an addition to an existing medium rather than a basically different one.

In the meantime, radio has gone through a tortured readjustment. With the shift of the mass audience to television, network radio lost the economic support to maintain a full-fledged national service of varied programming. Today, although there are specialized radio services in the major population centers, the bulk of radio programming consists of standardized local programs, principally music and news. Within this pattern, network radio has found its place -- a limited but useful one -- in covering national special events and providing national

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feature, news and information services. But radio as a whole -- for most Americans -- has become a supplementary medium to television, reduced in scope and public attraction.

Over years of mushrooming change and shifting fortunes, television has become an industry of many organizations and services -- independent packagers, film distributors, spot representatives, syndicators, talent agencies. But the basic functions of the network have remained unique. It offers the only national program service organized for balance and diversity; encompassing all program categories; transmitted on a daily, continuing basis; and drawn from all available sources including its own creative resources. In addition, it alone performs the specialized advertising function of selling in a single transaction the national television circulation of a specific program. Moreover, it provides the audience base that supports virtually all of the country's \$1.5 billion a year in television advertising, national and local. And television's commercial function is not merely a service to advertisers. As a highly effective instrument of mass marketing in a nation that consumes its way to prosperity, it is a catalyst of economic growth that benefits the whole country.

Fulfilling the unique functions of a television network entails burdens of singular magnitude. Networking is an enterprise of huge financial commitments, imposing risks and ferocious competition. The swing between profit and loss can be determined by only a few hours of program failure out of some 90 hours in a full week's schedule.

It is the network which is committed to provide its independently owned affiliates with continuing daily programming, and which

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therefore assumes the risk of failing to obtain sponsorship to cover program costs totaling some \$140 million for a year's schedule. If a program is unsponsored, the network bears the full cost. If a program has to be sold for less than its cost, the network bears the loss. In addition to direct program costs, the network must spend many millions of dollars a year for program development and administration and the services that support its huge program output.

As a result of these heavy risks and the obligation to maintain a well-rounded schedule, a major network's program costs exceed its program sales by tens of millions of dollars a year. This huge deficit must be made up out of the revenue that the network receives from the sale of time, its only other source of income.

In the face of such hazards, it might be convenient if there were substance to the fashionable idea that the networks are seats of monolithic power and control. The facts are quite opposed to this fancy. A network is rather the focal point of a complex interplay of forces, exerting its own influence but also conditioned by the influence of others -- its affiliates, its competitors, its advertisers, its program sources, its critics, the government and, far from least, its viewers.

For example, a network's program requirements are so enormous that no single organization can fill them. As a rule, the networks produce most of their non-fiction programs themselves; two of the networks make it a policy to produce all of their own programs involving reporting and interpretation of public issues. But the networks obtain most of their entertainment shows directly or indirectly from independent production organizations, which have become a major new element in television.

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Regardless of the interplay of forces within the industry and the pressures from outside, it is the network's function to decide what programs will be scheduled and when they will be shown, for only the network can be responsible for the total schedule. And in fashioning its schedule, the network must accommodate a welter of varying and sometimes conflicting considerations to the overriding standard of the public interest.

The "public interest" is, of course, the legal standard for broadcasting, but the meaning of this broad standard can be construed with as many variations as there are differences of taste and interest in the public itself. In defining it, many are given to special pleading; they project their own desires and interests as the standard for a medium serving the total public.

NBC's concept of a television service in the public interest recognizes that the total public is made up of many different publics. It calls for a service that gives reasonable satisfaction to the varying interests of the main audience elements; which does so by proportioning its program structure in general to the relative weights of these varying elements; which does not allow majority tastes to suppress a fair reflection of minority interests and does not frustrate majority interests by converting a mass medium into a specialized one.

We also believe there is an obligation not only to satisfy the public but to lead it, by providing information that stimulates new interests and offering opportunities to broaden and cultivate tastes. In leading the audience, however, the broadcaster cannot be so far ahead that his service is rejected by the majority. That would defeat both the purpose of such leadership and the nature of a mass medium.

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Essentially, this is a doctrine of reasonable treatment of all segments of the public, so that each viewer in varying degrees can find in the schedule something he favors -- and something that favors him. The doctrine recognizes that viewing preferences are not rigid, for the patterns of audience taste, like our society itself, are fluid and changing.

Popular entertainment, in a variety of forms, will represent the bulk of any program service based on these premises, because it is what most people want most to see. In addition, a responsible service should include entertainment in the more cultivated arts that have not yet established appeal on the same scale; and should give significant recognition to programs in the field of news, information, public affairs and education, even though these appeal to smaller audiences. It is not any one of these program types that uniquely serves the public interest. Rather it is the proportioned blend of programming that meets this standard, because only such a blend meets the varying and conflicting interests of the total public that relies on broadcasting.

If the task of programming for a total public places certain obligations on the network, it places a parallel obligation on the individual viewer. It is the obligation of selectivity, because there is no single viewer who will find every program satisfying to him. But conversely, any selective viewer, whatever his tastes or interests, can find more worth watching in the course of a week than he probably has time to devote to it.

I believe it is difficult to find fault with this concept of programming in the public interest. I know it is easy to find fault

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with the execution, which always raises questions of degree. Does the public get enough of certain types of program material to meet its varying interests? Does it get too much of some program types? Are the various programs placed suitably in the schedule to serve the convenience of viewers, which varies almost as widely as the variations in viewer tastes? Does television show enough initiative in leading the audience? And if the medium today can satisfy the individual selective viewer, can its programmers take satisfaction in its effects on the general mass of viewers, on our society as a whole?

These questions all involve subjective judgments. The answers will never be unanimous. Indeed, any consideration of such questions from the standpoint of network responsibility is further complicated by a fact that is often ignored. That is the fact that a network has no power to reach viewers directly on a national basis with its full balanced schedule. The affiliated station determines which elements of the network schedule it will carry and what programs it will use from other sources. As a result, what the public sees via the station is rarely an accurate reflection of the planned network schedule.

Yet it is customary to lay the shortcomings of television at the door of the networks. Neither television as a whole nor the network operation is free of blemishes and failures. No conscientious spokesman for our system of broadcasting would suggest that the status quo represents the ultimate, even within the framework of a mass medium's function. Certainly, however, the state of the medium is not as bleak and calamitous as many observers of television would have us believe.

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I do not question the sincerity or motives of those who find almost nothing but fault in television; but I believe most of them reflect specialized tastes and didactic temperaments that will never be satisfied with the output of any mass medium. And in some cases, their criticism seems to be based on a failure to recognize the role and requirements of such a medium.

Let us examine some of the major charges that stem from television as a whole, but are indiscriminately levelled against networks. One is the depiction of excessive violence, with its presumed effects on children and juvenile delinquency. Although there is little or no reliable evidence that television disposes children to delinquency or any other corruption of values, the showing of violence for its own sake is a matter of real concern. On the ground of taste alone, there is no excuse for it, and responsible networks maintain systematic control procedures to keep it off the home screen. At NBC we have recently intensified our efforts toward this end, for we recognize a problem that calls for continued vigilance with the multiplicity of program production sources. In this connection, it is worth noting that if it were not for the balance contributed by responsible networks, the kind of program that is prone to violence would be far more in evidence on the television screen.

Another frequently heard charge is that television is controlled by advertisers and ratings. This stems from misconceptions and misinformation. The typical advertiser of mass-produced package goods seeks a program that will appeal to the largest possible audience. This objective is consistent with one of the major public-interest criteria of broadcasting. The largest possible audience is a natural goal and a basic attribute of a mass medium.

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But this objective does not dictate the network program schedule as a whole -- or even the sponsored part of it. Advertisers themselves have requirements other than size of circulation. They may seek a substantial audience, but they may also want to be identified with special quality and prestige. They may seek an audience attracted by cultural or information programming, such as the Bell Telephone Hour, the Hallmark series of outstanding dramas, the Equitable Life Assurance Society's series dramatizing events in American history, and the wide range of special programs and series in the news, public affairs and documentary field sponsored by such advertisers as Gulf, Bell and Howell, Texaco and Prudential.

Apart from the diversity represented by such sponsored offerings, a responsible network plans and presents programs needed for a balanced service whether it has a sponsor or not. Often it commits a program to the schedule and then looks for a sponsor. Sometimes the network finds him; sometimes it doesn't. In some cases, it declines to carry programs brought to it by advertisers because they do not fit into the overall requirements of a balanced schedule or fail to meet proper standards of program quality.

As to ratings, they provide an estimate of audience trends and an analysis of audience characteristics, both in general and as they pertain to individual programs. They also define the circulation sold to advertisers -- a business requirement necessary to attract the expenditures that support our system of broadcasting. But it should be obvious from the makeup of the total network schedule that the size of audience indicated by ratings is only one yardstick of decision-making, not the be-all and end-all of programming.

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Still another charge commonly leveled against television and, by association, the networks, is that of mediocrity. Often, the word is loosely used merely as an epithet for a program or a service that fails to match the observer's preferences, though it may be enjoyed by many millions of viewers. Used in its more precise sense as a measure of craftsmanship and artistic skill, it means simply the state of being ordinary, as distinct from the outstanding. In this sense, it is one of the facts of life -- in books, movies, the theater and politics as well as in television; for no enterprise dependent on human talent succeeds in being consistently excellent in all its activities. Certainly no broadcaster tries to put on a poor show or even an ordinary show. The sheer volume of creative effort needed to fill some 18 hours a day, every day of the year, imposes a challenge unparalleled in the history of human expression. Yet I believe television's average is at least as good as that of any other form of expression.

The complaint of mediocrity is frequently linked to the charge that television has abandoned the bright promise of its starting years and has been going steadily downhill. It is true that innovation, experiment, and pioneering excitement marked television's early years; so much was happening for the first time that all was new, apart from the novelty of the medium itself.

But over the decade in which television has grown so dramatically in size of audience, its programming has shown a degree of improvement in scope, stature and technique unmatched by any other medium. If you will review a typical network schedule of ten or eleven years ago, it will seem pale and primitive in comparison with the

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program structure of today. Since those early days, television has created and adapted a great diversity of entertainment forms, and developed high skills of craftsmanship. The improvement is striking within every program category: consider, for example, the gulf between the simple "Hopalong Cassidy" shows of yesteryear and today's "Wagon Train," with its story values, stars, depth of characterization and physical resources, or compare the slapdash variety show of a decade ago with the polish and professionalism of the Perry Como and Dinah Shore shows, which have literally traveled the world over for fresh talent, material and backgrounds.

Perhaps the most impressive accomplishments of television as a social force have been made possible by a phenomenon unique to broadcasting. That phenomenon is the exposure of viewers to material that they would normally have little chance or desire to see. This is the characteristic of broadcasting that so often creates irritation and resentment among viewers of specialized tastes when confronted in their own homes with programs fashioned to popular tastes. By the same token, however, this phenomenon has enabled network television to confront millions of viewers with cultural and intellectual opportunities that they do not ordinarily seek and would not otherwise have experienced.

Progressively, during these brief dozen years, network television has opened new horizons of taste and interest for a vast national audience. It has given Shakespeare, the opera and the ballet the biggest audiences in history. More Shakespearean productions have been visible on television in the last dozen years than on Broadway.

Network television has given the same kind of mass circulation to works by virtually every other outstanding dramatist, living and

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dead. It has brought the Metropolitan and the New York Philharmonic, special productions of opera in English, Britain's Royal Ballet and Russia's Moiseyev Dancers to thousands of communities that never had contact with these cultural institutions before.

It has also given the American people unparalleled opportunity to become familiar with the thinking and character of the leading personalities of our time; with the events that are shaping our future; and with the issues that engage us all. The suspense of a political convention, the surprises of a Congressional investigation, the pageantry of a Royal wedding, the tension of a United Nations debate, the sweep of a State visit -- all these have been brought into the living room.

I believe we have made striking progress in recent seasons in both the quality and quantity of informational programming, and in presenting it increasingly during evening viewing hours. Currently, 23% of the NBC television schedule is devoted to informational programming and, as some reflection of the extent to which this represents leading the audience, these programs draw only 13% of NBC's viewers. Such programs as "Project Twenty" have set new standards of creativity. Such presentations as "CBS Reports" and "NBC White Paper" have developed an awareness of major problems with an impact and circulation beyond the capacity of any other medium.

Last month one of the country's most distinguished journalists took unusual recognition of television's growing use of its power to inform. In a column from the Middle West, James B. Reston, Washington correspondent of The New York Times, reported that the press and politicians of the region were generally lagging behind the public in

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their acceptance of change. He added: "Television is clearly a large factor in this contrast. For while many of the most powerful organs of the press continue longing wistfully for a past they know will never come again, television is showing the revolution in Africa, the revolution of the cities and races of America, the revolution of automation in the big industries."

In its coverage of political conventions and campaigns, and in "The Great Debate" between the Presidential candidates in 1960, network television has stimulated the interest of the American people in their own government and injected fresh vigor into the democratic process. It is significant that in each of the three national elections since the advent of television on a network basis, a greater percentage of eligible voters went to the polls than ever before in American history.

Some observers would have us believe that the general effect of television on our society is to lower our taste, blunt our sensibilities, sap our intellect. But all the evidence is quite the contrary. In the decade since the United States began to feel the impact of television as a national medium, our population has gone up 20%. But the publication of books has gone up more than 100%; publication of juvenile books is up about 200%; library circulation is up 50%; the number of museums has grown by nearly 80%; the number of symphony orchestras has doubled; the sale of classical phonograph records is up 50%; college enrollment is up 46%. Now, I do not suggest that television is necessarily to be credited for all of this upsurge in cultural vitality. At the very least, however, it is hard to see how it is dealing us a cultural blow.

It is important to recognize that network television could not have made its cultural and informational contributions to our

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society on such a massive scale if it were not for two things. One is the underwriting provided directly or indirectly by the commercial base of an advertiser-supported medium. The other is the popular entertainment fare that has created, nurtured and maintained an audience-in-being almost as large as our population itself. Without this pre-dominance of popular fare, it would be impossible to attract so many millions of viewers for exposure to new cultural and intellectual experience. This very point was made some 25 years ago by an informed observer in connection with radio and in anticipation of television. He wrote:

"The high-minded do not like to face the actual situation in radio, which is that all of its desirable effects are based on the habit of listening which was created largely by programs trivial and banal in themselves...The audience which listened to the radio debate on the Supreme Court was created in the first place by Ed Wynn, Rudy Vallee, Amos 'n' Andy and Kate Smith." Then, looking ahead, he added: "I have a feeling that the most important thing for television is to make sure of its own popularity. Like the moving pictures and the radio, television would act against its own nature if it did not try to be virtually a universal entertainment." These were the words of Gilbert Seldes, who is now Dean of the Annenberg School of Communications.

Television has made sure of its own popularity; it has won the swiftest and widest acceptance of any new product or service in history. This season the time spent watching television climbed to an alltime peak. This warm embrace by the American people has been bestowed

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during a period of unprecedented competition for leisure-time activity. Their use of television represents billions of individual free choices every day of the year, as they select, from hour to hour, the programs they choose to view or not to view, as well as the alternative of leaving the set dark. It is these billions of daily individual choices that underlie the bulk of what is offered on the television screen.

The popularity that television has won through these never-ending elections is more than a means to the end of leading a mass audience to new cultural horizons. It is also its own justification as a faithful reflection of the multiple tastes and interests of a free, pluralistic society.

Television has been able to serve this function only through the operation of the network system of broadcasting. Summing up the unique role of the network and its relationship to American society, I would make these points:

1. The network serves an affirmative social value by organizing and maintaining a national program structure which reflects the diversity of interests within our society. At the same time, this program service offers mass audiences continuing opportunities for new cultural and intellectual experiences.

2. The network serves the national interest by making it possible for the government to be in direct and immediate contact with the total public. It is the only communications medium that fulfills this function so indispensable in a democratic society.

3. The network is the keystone of the whole complex of the broadcasting enterprise. Its programming and facilities have created and maintained a nationwide audience which underlies the development of

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stations, production organizations, talent, and the various forms of broadcast advertising.

4. The network, as a uniquely efficient national advertising medium in itself, contributes enormously to the effective mass marketing which is essential to a constantly expanding free-enterprise economy. It is only through such an economy, which consumes its way to prosperity, that our society can meet its obligations and preserve its freedom.

It is my conviction that in both scope and impact on the public, the past growth of television on the foundation of the network service is the best token of the medium's vitality and the best promise of its continued progress. Like the American society of which it is so representative a part, the television network is imperfect. Like our society, it is dedicated to the ideal of improvement. Like our society itself, it is, I believe, preferable to anything else of its kind in the world.

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NBC, 4/6/61

NBC TRADE NEWS

April 6, 1961

UNITED STATES BREWERS FOUNDATION WILL SPONSOR

'SUMMER ON ICE--1961' COLOR BROADCAST

"Summer on Ice -- 1961," a special skating extravaganza starring Peter Lawford as host, the Kirby Stone Four and special guest Peggy Lee, will be a color presentation on the NBC-TV Network Tuesday, June 6 (10-11 p.m. EDT). Also starred will be the world-famed "Ice Capades of '61" skating revue.

Sponsored by the United States Brewers Foundation Inc. through J. Walter Thompson Company, "Summer on Ice -- 1961" will be produced and directed by Alan Handley from a script by John Bradford. The program will be taped before a live audience at Los Angeles Sports Arena.

The full-hour ice special, which has become an annual June event on NBC-TV, will spotlight figure-skating champion Ronnie Robertson and other "Ice Capades" skating stars include Cathy Machado, Bobby Specht, Eric Waite, Freddy Trenkler and the skating world's "Old Smoothies," Mrs. Irma Thomas and Orrin Markhus.

Peter Lawford, star of stage, screen and television, is an actor who mixes equally well in comedy and song. His most recent motion picture credits include "Never So Few" and "Ocean's 11." He starred in the title role of NBC-TV's "The Thin Man" series and in

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many dramatic specials, and has been a guest on musical variety hours, including "Perry Como's Kraft Music Hall," "The Dinah Shore Chevy Show" and "The Ed Sullivan Show."

One of America's top recording stars, Peggy Lee has been a frequent guest on NBC-TV's "Perry Como's Kraft Music Hall" and "The Dinah Shore Chevy Show." Her million-selling recordings include "Manana" (which she wrote), "Baby, It's Cold Outside," "Fever" and "Love Me or Leave Me." Miss Lee starred as a dramatic actress in the film, "Pete Kelly's Blues."

One of the nation's best-known instrumental-vocal groups, the Kirby Stone Four consists of Kirby Stone, leader and trumpeter; Mike Gardner, accordionist-pianist; Eddie Hall, drummer-vocalist, and Larry Foster, impersonator. Formed 10 years ago, the quartet has cut more than 100 hit records, including its most recent album, "Man, I Flipped When I Heard the Kirby Stone Four!"

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NBC-New York, 4/6/61

April 6, 1961

DAILY REPORTS ON EICHMANN TRIAL TO BE BROADCAST
ON 'DAVE GARROWAY TODAY SHOW'

Daily coverage of Adolf Eichmann's trial will be presented on NBC-TV's "The Dave Garroway Today Show" beginning Tuesday, April 11, when the trial of the former S. S. officer opens in Jerusalem.

The coverage will include daily live two-way radio communication between "Today" reporter Martin Agronsky at the scene of the trial, other special "Today" material, NBC News tape and film, and taped pool coverage.

The trial is scheduled to be in session at the time "The Dave Garroway Today Show" is broadcast (7-9 a.m. EST). Agronsky will report up-to-the-minute developments in conversations with Dave Garroway or Frank Blair in NBC's New York Studios.

On Tuesday, April 11 "Today" will present a report on the background of the trial and the first of Agronsky's radio reports. On Wednesday, April 12 "Today" expects to show tapes of the courtroom action during the first day of the trial, which will be rushed by jet to New York.

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April 6, 1961

GOODMAN ACE AND HIS STAFF TO CONTINUE AS SCRIPTWRITERS
FOR "PERRY COMO'S KRAFT MUSIC HALL" IN 1961-62 SEASON

Goodman Ace and his staff -- Selma Diamond, Jay Burton, Frank Peppiatt and John Aylesworth -- will continue as scriptwriters for "Perry Como's Kraft Music Hall," color broadcasts on the NBC-TV Network during the 1961-62 season, Perry Como has announced. (Sponsorship renewal was announced recently for the Wednesday night 9-10 p.m. NYT time period.)

Ace, one of TV's top comedy writers, has been Como's chief writer during five of the six years that the singing star has presented his full-hour NBC-TV shows. He left Como's production staff during the 1959-60 season because of other commitments and then returned to the show at the start of the current season.

Miss Diamond and Burton worked with Ace previously. Peppiatt and Aylesworth worked together and separately on many Canadian and American programs before joining Ace on the Como assignment this season. Miss Diamond, whose radio and TV credits are numerous, worked with Ace on the Milton Berle TV show for several seasons, "The Big Party" and NBC-Radio's "The Big Show." Burton, who has written for many radio and TV comedy shows, also worked with Ace for Berle, "The Big Party," and Como for five years.

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CAST AND CREDITS FOR 'THE BOB HOPE BUICK SHOW'

WEDNESDAY, APRIL 12 ON NBC-TV

Program: "The Bob Hope Buick Show" -- seventh special of current 1960-61 season.

Date and Time: NBC-TV Network, Wednesday, April 12, (9-10 p.m. EST). (Show pre-empts "Perry Como's Kraft Music Hall" this date only.)

Starring: Bob Hope

Guest Stars: Patti Page, James Darren, David Rose and His Orchestra, and special guest Phil Harris.

Featuring (in sketches): French girls: Julie Bennett, Beverly Gregg, Danielle Aubry.
Children: Barbara Beaird, Diane Courtney, Wendy Muldoon, Marlene Delameter, Billy Mummy, Sharon Hutchings, Ron Stafford, Sean Peters, Sean Haas, Jerry Frizzel, Pam Freley, Kent Bodin, Mike Horsley, Robin Warga, Dana Latham, Tracey Tratford.

Produced by Jack Hope

Directed by Jack Shea

Written by Lester White and John Rapp; Mort Lachman and Bill Larkin; Charles Lee

Consultant: Norman Sullivan

Additional Material: Gig Henry

Art Director: Bob Corrigan

Costumes: Kate Drain Lawson

Makeup: John Chambers

Associate Producer: Sil Caranchini

Sponsor (and Agency): Buick Division of General Motors Corp. (McCann-Erickson Inc.)

Origination: NBC Studios, Burbank, Calif.

NBC Press Representatives: Bill Faith, Hollywood; Al Cammann, New York.

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NBC-New York, 4/6/61

THEODORE H. WALWORTH JR. ELECTED VICE PRESIDENT
AND GENERAL MANAGER OF WNBC AND WNBC-TV,
NBC-OWNED STATIONS IN NEW YORK

FOR RELEASE MONDAY A.M. APRIL 10

Theodore H. Walworth Jr. has been elected Vice President and General Manager of WNBC and WNBC-TV, the NBC-owned stations in New York, it was announced today by Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company.

Mr. Walworth, who was appointed General Manager of the stations on March 28, has been with NBC since joining NBC Spot Sales in 1953. Prior to being named to his present post, he was Station Manager and Director of Sales for WRCV-TV in Philadelphia.

Mr. Walworth is married and has two children. He expects to move his family from Philadelphia to Greenwich, Conn.

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NBC TELEVISION NETWORK NEWS

April 7, 1961

NBC-TV TO BROADCAST 'REPORT FROM MOSCOW'

- - -
Dramatic Pictorial and Musical Highlights of Worship Services
In Moscow's Only Baptist Church Are Filmed By
NBC-TV Religious Programs Unit

A special "Report from Moscow," filmed by the NBC Television religious programs unit in cooperation with the Southern Baptist Convention, will be presented on the NBC-TV Network Sunday, April 30 (1:30-2 p.m. EST).

Most of Moscow's churches are closed or have been turned into museums. One still in existence is the Moscow Baptist Church. There the TV unit filmed vividly dramatic pictorial and musical highlights of six typical Baptist worship services -- a wedding, an ordination and a group baptism among them.

Heading the task force in Moscow as executive producer was Doris Ann, manager of religious programs for the NBC-TV Network. Martin Hoade was director-producer. Dr. Paul Stevens, director of the Radio and Television Department of the Southern Baptist Convention, represented that organization.

"The TV report offers no evidence of a religious revival in Russia today," Miss Ann said. "But it is a witness to a living Baptist life in Russia, a land whose constitution proclaims freedom of conscience while at the same time recognizing the freedom of anti-religious propaganda for all citizens."

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The Moscow Baptist Church, a humble structure on Maly Lane, is one of 5,400 Baptist churches in the Soviet Union. There are 500,000 Baptists in the country.

Translated from Russian into English in "Report from Moscow," with Norman Rose as narrator, are Pastor Zhidkov's call to worship, Pastor Karev's sermon and Pastor Ivanov's introduction of Dr. Paul Stevens as "a guest who has arrived from the United States of America." Dr. Stevens speaks briefly.

Congregants -- filling pews, aisles and even halls and stairways -- sing "What a Friend We Have in Jesus," one of the best-known of Baptist hymns; "Lord Be with Us," and "Blest Be the Tie That Binds," an identification of Baptist life not only in Russia but around the world. The choir, large and sonorous, sings "Come to Me," a hymn in praise of Jesus Christ and the salvation He offers all men.

A wedding ceremony brings the congregation to the church for an occasion of special joy. Pastor Zhidkov marries the young couple, Vasily Nikolayevich and Antoninu Grigorievnu Yehseyevih. Legally, a brief civil ceremony is sufficient, but this young couple give up many advantages they might otherwise enjoy -- advantages given to Communist Party members. (The Communist Party will not admit a believer and, for its part, this church will not admit a member of the Communist Party.)

A group of 35 candidates for baptism -- men and women who during the past weeks and months have made a voluntary profession of Christian faith -- take the final step of their entrance into the church. As Baptists do everywhere, these Soviet citizens look upon immersion as symbolic of the burial and resurrection of Christ, and by their own immersion a life of sin is buried and the new life of faith emerges.

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3 - 'Report from Moscow'

In a further renewal of church life, a young minister is ordained in a solemn ceremony conducted by two of the church's nine assistant pastors.

The Moscow Baptist Church is registered with and controlled by the Council for the Affairs of Religious Cults. Three services are held there each Sunday, with others scheduled during the week. Each service is two hours long.

"Report from Moscow" opens with shots of the Grand Kremlin Palace, fountainhead of authority from which, in the words of the narrator, "every aspect of human activity in Russia is controlled by the Communist Party."

The practice of religion is outlined in Article 124 of the Russian Constitution: "In order to insure to citizens freedom of conscience, the church in the U.S.S.R. is separated from the state, and the school from the church." It goes on to say: "Freedom of anti-religious propaganda is recognized for all citizens."

Yet, says the narrator, of the Soviet Union's 207,000,000 people, 500,000 are Baptists "who, despite sacrifice, courageously worship God as they must if they believe His Word."

This "Report from Moscow" will be an offering of "The Southern Baptist Hour," which is on view three times a year during a 52-week schedule of the regular NBC Television religious program. The co-operation and counsel of the Baptist World Alliance helped make this film possible. It will be an NBC Public Affairs presentation. Earl Hamner was the writer, Joseph Vadala the photographer, and Mary James the associate producer.

-----O-----

NBC-New York, 4/7/61

CREDITS FOR 'MAJOR LEAGUE BASEBALL' SERIES ON NBC-TV NETWORK

Day and Time: Saturday and Sunday afternoons
starting April 15-16 and continuing through Sept. 30-Oct. 1
(blacked out by stations in major league markets and in certain other areas restricted by major league team agreements).

Coverage: TV broadcasts of 50 games, including pennant contenders in National and American Leagues. Scheduled for first two weekends are:
April 15-16 -- Cincinnati Reds vs. St. Louis Cardinals; April 22-23 -- Milwaukee Braves vs. Pittsburgh Pirates. Five TV cameras will be used for most games.

Commentators: Lindsey Nelson and Joe Garagiola.

Producers: Perry Smith and Lou Kusserow.

Director: Harry Coyle.

Sponsors (and Agencies): Anheuser-Busch Inc. (Gardner Advertising Company); General Insurance Company of America (Cole & Weber); General Mills Inc. (Knox, Reeves Advertising Inc.); Joseph Schlitz Brewing Company (Gordon Best Company Inc.)

NBC Press Representative: Bob Goldwater (New York).

-----O-----

NBC-New York 4/7/61

"BONANZA" STARS GREENE AND BLOCKER TO VISIT INDIANA AND TEXAS

Lorne Greene and Dan Blocker, stars of NBC-TV's "Bonanza" color series (Saturdays, 7:30-8:30 p.m. EST) have accepted invitations to appear at the annual 500-mile Memorial Day speedway classic at Indianapolis, Ind.

While in the Midwestern city as guests of WFBM-TV, the NBC-TV affiliate, Greene and Blocker will also ride in the 500-mile festival parade, attend the Governor's ball, the mayor's breakfast and the Indiana newspaper editors' luncheon.

Greene and Blocker, are busily preparing a new rodeo act for use at the Lions Club and Sheriff Posse's Annual Rodeo in Lufkin, Tex., May 3-6.

-----O-----

NBC-New York, 4/7/61

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

April 10, 1961

~~Project Mercury~~
- - -
HOW U.S. TV AND RADIO NETWORK POOL WILL COVER
FORTHCOMING 'MAN-IN-SPACE' OPERATION

The television and radio networks of the United States have established a unique pool arrangement for coverage of the Project Mercury Man-in-Space experiment expected to be conducted at Cape Canaveral, Fla., in a few weeks. Newsmen, technicians, and equipment, from the American Broadcasting Company, the Columbia Broadcasting System, the Mutual Broadcasting System and the National Broadcasting Company will be pooled to work together in one of the largest coordinated news teams ever assembled, to provide combined, live, video taped, filmed and audio coverage of the first attempt by the National Aeronautics and Space Administration of the United States to send an astronaut into space and bring him back.

In the past, pool broadcasts -- such as the debates between Presidential candidates -- were handled on a rotating basis by a single network at a time. On the occasion of the Man-in-Space probe, however, the extent of the broadcast coverage is so vast that the networks agreed to furnish, individually, as complete facilities and personnel as possible. A drawing held to assign the task of coordinating the pool effort resulted in the naming of Roy Neal and Jim Kitchell of NBC as pool coordinator and pool director, working with crews from ABC, CBS, MBS and NBC. The pool pictures and sound will be fed simultaneously to all networks, but each will be free to cut into its own broadcast with commentary or news inserts of its own.

(more)

2 - Project Mercury

The astronaut who is to be the "Man-in-Space" (chosen finally from astronauts Virgil I. Grissom, John H. Glenn, Jr., or Alan B. Shepard, Jr.), will be brought to Hangar S at Cape Canaveral 36 hours before the time of firing and will leave the hangar, dressed in his pressure suit, 2 hours and 35 minutes before firing time. The pool mobile camera unit outside of Hangar S will be that of the CBS Television Network, with CBS News correspondent Richard Bate as pool correspondent.

The astronaut goes from Hangar S to the point of firing, on pad 5. Five unmanned cameras controlled by an American Broadcasting Company remote unit will provide coverage of the firing point. They will be placed on the gantry that houses the Project Mercury missile. NBC will have correspondent Herbert Kaplow working with a CBS one-camera crash unit that will be allowed to circulate around pad 5 until 45 minutes before firing time. The correspondent and unit will then proceed to the forward medical position to cover any possible "abort" of the firing and flight plan.

As soon as the astronaut has left, the Hangar S News unit will move to pad 17B, where it will have two cameras to provide shots of the Cape and the firing from the forward observation point, about 2,500 feet from the missile launching site.

In the working press area 7,000 feet from the point of firing, ABC will provide a 4-camera mobile unit with CBS news correspondent Charles von Fremd. An official N.A.S.A. spokesman will give audio-only bulletins from Mercury Control, brain site of the entire space experiment, every 2 minutes while the astronaut is in flight.

(more)

The statement was made to the "Star" (London Daily) from witnesses that a British ship, the "Star", was seen before the time of the attack and will have been seen by the press and the public. The ship was seen at the time of the attack and will have been seen by the press and the public. The ship was seen at the time of the attack and will have been seen by the press and the public.

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In the morning press and 7,000 feet from the point of attack. The ship was seen at the time of the attack and will have been seen by the press and the public. The ship was seen at the time of the attack and will have been seen by the press and the public.

3 - Project Mercury

Meanwhile a number of downrange operations will also be under way, in the area where the astronaut is expected to complete his 115-mile high, 290-mile long flight in the vicinity of Grand Bahama Island. An aircraft carrier, two destroyers and an island base are the "locations" for the following network assignments: film crew from NBC and correspondent Robert Lodge from ABC aboard carrier; film crew from CBS and correspondent Fred Vandevander from Mutual aboard one destroyer; film crew from ABC and correspondent Julian Anthony from ABC aboard other destroyer; film crew from ABC and correspondent Peter Hackes from NBC aboard aircraft in the drop zone of the missile, NBC film crew and Mutual correspondent Charles Batchelder at Grand Bahama Island, where it is anticipated that the recovered astronaut will first be brought.

Complete film facilities are being established at Cape Canaveral to insure speedy network transmission of newsfilm.

All pool facilities will be fed to a main switching center -- a unique control facility that is the equivalent of an entire network master control room, but is contained in two 35-foot trailers. The switching center was constructed specifically for the pool coverage of Project Mercury and similar pool requirements in the future. The two trailer units have all the facilities for handling a number of mobile units, video tape recorders, film chains and voice communications. The center can feed the mixed output from these sources to the nation's TV and radio networks as well as to such other points as the Cape Canaveral press site. The task of designing the center was assigned by the pool to technical supervisor Warren Phillips of NBC and was constructed by engineering personnel of ABC, CBS and NBC, using NBC equipment.

(more)

4 - Project Mercury

Television and radio stations not affiliated with any of the networks may request pool feeds at Canaveral at a nominal service charge.

While the actual spot news coverage from Cape Canaveral and downrange of Project Mercury firing will be on the basis of a completely pooled operation, each network will also have its own anchorman available for reporting the events, and each network will also have material prepared in advance for presentation at its own editorial option as part of the coverage of what may well be the news event of our time.

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NBC-New York, 4/10/61

NBC TELEVISION NETWORK NEWS

April 10, 1961

NBC'S JOSEPH VADALA NAMED NEWSFILM CAMERAMAN OF THE YEAR
- - -
Other NBC News' Honors Also Listed for 1960 Achievements

NBC News cameraman Joseph Vadala has been named Newsfilm Cameraman of the Year in the 18th annual News Pictures of the Year competition sponsored jointly by the National Press Photographers Association, the University of Missouri School of Journalism, and Encyclopaedia Britannica.

In addition to this top award of the competition, Vadala won first and third prizes in the documentary category and third prize in general news. Other NBC News winners were cameraman Arthur Carter, who won second prize in spot news; cameraman Yung Su Kwon, who won third prize in spot news, and cameraman Maurice Levy who won honorable mention in the documentary category.

Excerpts of the award-winning NBC News film were shown on a special NBC-TV program, "This Was Our Best" Sunday, April 9 (Network except WNBC-TV), correspondent Merrill Mueller narrated. The program will be presented on WNBC-TV Sunday, April 16 (12 noon-12:30 p.m. EST).

The 1960 competition marked the third consecutive year that an NBC News staff member won the top award of Newsfilm Cameraman of the Year. William Birch won the honor in the 1959 awards and Thomas Priestley won it in the 1958 awards. In addition, NBC's Maurice Levy was named Cameraman of the Year for 1954.

The NBC News cameramen and their 1960 prize-winning film were as follows:

(more)

2 - Newsfilm Awards

Documentary:

First Prize: Joseph Vadala, for "Way of the Cross," the special NBC-TV Eastertime program retracing the path Jesus took as He bore the Cross to Calvary.

Third Prize: Joseph Vadala, for his film coverage of the earthquakes last year in Chile.

Honorable Mention: Maurice Levy for a documentary feature on old age.

Spot News:

Second Prize: Arthur Carter, for his films of an erupting volcano in Hawaii.

Third Prize: Yung Su Kwon, for his coverage of the Tokyo riots protesting the subsequently cancelled visit of President Eisenhower.

General News:

Third Prize: Joseph Vadala, for his coverage aboard the aircraft carrier Constellation in the Brooklyn Navy Yard.

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NBC-New York, 4/10/61

Documentary

First Prize: Joseph Valdez, for "Boy of the Green," the special NBC-TV Broadcasting program featuring the youth of the South as the hero of the hour in California.

Third Prize: Joseph Valdez, for his film coverage of the earthquake last year in California.

Honorable Mention: Joseph Valdez for a documentary feature on the earthquake.

Best News:

Second Prize: Arthur Brown, for his film of an earthquake in Hawaii.

Third Prize: Young in Hawaii, for his coverage of the earthquake and the subsequent damage to the island.

General News:

First Prize: Joseph Valdez, for his coverage about the earthquake in California in the Los Angeles Times.

Howell's Awards

NANETTE FABRAY TO GUEST-STAR IN 'TV GUIDE AWARD SHOW'

Nanette Fabray will be a guest star for the second annual "TV Guide Award Show" on the NBC-TV Network Tuesday, June 13 (10-11 p.m. EDT).

Miss Fabray performs regularly in NBC-TV's "Westinghouse Playhouse Starring Nanette Fabray and Wendell Corey" (Fridays 8:30 p.m. EST).

The "TV Guide Award Show," which will originate in both Hollywood and New York, will be devoted chiefly to entertainment, with 15 minutes for the presentation of eight awards. Bob Henry will be overall producer-director of the show. Henry also will be overall producer-director of the 13th annual "Emmy Awards" show on NBC-TV Tuesday, May 16 (10-11:30 p.m. EDT).

Miss Fabray, who starred in the show last year, and two performers to be selected, will participate in a series of sketches satirizing the television industry.

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NBC-New York, 4/10/61

NBC'S EDWARD STANLEY FORECASTS 'TREMENDOUS EXPANSION'
FOR FIELD OF EDUCATION TV IN EVERY PART OF THE GLOBE

A forecast of "tremendous expansion" for the field of educational television "in every part of the globe" comes from Edward Stanley, NBC Director of Public Affairs.

Speaking on "The Care and Feeding of Mass Communications" in a public lecture at Marietta (Ohio) College yesterday (April 9), Stanley called them "of the first importance to the world society in which we all must live."

"We ought not to be thinking in small ways about the future of television as an instrument of education and enlightenment," he said. "To be sure, it needs nourishment as an idea, and constant feedback to encourage the front-runners. But is it not absurd to the point of folly for us not to have a national network of television stations devoted exclusively to education? As against our expenditures for education, and measured against our need, the cost is modest."

In television, Stanley said, "we have at our hand a magnificent new instrument, more powerful, more fluent, than the printing press could ever hope to be. It seems almost to have arrived at the moment it was needed. It needs to be used.... We have coming up so large a school and college population that we don't know where to put them, or where to find the teachers to teach the classes. Television can be used to meet this problem, and with great success. I have no doubt that it will."

Speaking of those nations which have "massive illiterate populations, and in the Western sense, unsophisticated," Stanley said:

(more)

"These need communications systems for education, and for the dissemination of news and information. They do not wish to be taught, I think, but they wish to learn and they wish to teach themselves.

"The use of television for education makes it possible to multiply the few teachers to whatever degree is required and to make the great teachers, the master teachers, available to all. Here, it seems to me, is a tremendous opportunity to help others learn how to teach themselves."

He said he knows of no country which can "afford to wait a century while it slowly and laboriously erects an educational system, nor of any which could at this moment make the enormous investment of billions of dollars in capital which the building alone would require."

Stanley's address was one in a series of public lectures, under Marietta College auspices, on "mass culture in a mass society."

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NBC-New York, 4/10/61

2-X-H

NBC TRADE NEWS

April 11, 1961

PROCTER & GAMBLE TO SPONSOR 'DEAN MARTIN SHOW,' COLOR SPECIAL

The Procter & Gamble Company will sponsor "The Dean Martin Show" to be presented in color on NBC-TV on Tuesday, April 25 (10-11 p.m. EST), it was announced today by John M. Otter, Director of Special Program Sales, NBC Television Network.

In addition to Dean Martin, the full-hour special program will star Tony Martin and Tina Louise, with special guest Andy Griffith. David Rose and his orchestra also will be featured.

The program will be produced by Alan Handley and directed by Greg Garrison.

The Procter & Gamble purchase was placed through Benton & Bowles Inc.

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NBC COLOR TELEVISION NEWS



April 11, 1961

FRED COE, OUTSTANDING IN TV DRAMA FIELD, TO PRODUCE 8 FULL-HOUR
LIVE COLOR DRAMATIZATIONS OF SELZNICK SCREEN
CLASSICS ON NBC-TV IN 1961-62

Fred Coe, award-winning television producer and pioneer in the field of live drama, will produce the eight live color dramatizations of celebrated David O. Selznick screen classics slated for the NBC-TV Network next season, it was announced today by David Levy, Vice President, Programs and Talent.

The eight full-hour programs will be sponsored by the American Gas Association, through Lennen and Newell, Inc.

"We're delighted that Fred Coe will be associated with us in this venture," Mr. Levy said. "His experience and his reputation in television are such as to reflect credit on any effort in which he is involved. I predict that, in his hands, the Selznick dramatizations will become memorable events."

Coe is credited with developing such noted writers as Paddy Chayefsky, Robert Alan Aurthur and Horton Foote. He will work with top-flight writers, directors and stars in the new series.

The classics, presented originally as movies by the Selznick Company Inc., will be presented live, in color, from New York on a one-a-month basis from October, 1961 through May, 1962. As previously announced, they are: "Intermezzo," "Rebecca," "Spellbound," "Portrait of Jennie," "The Paradine Case," "The Farmer's Daughter," "The Spiral Staircase" and "Notorious."

(more)

Fred Coe, a veteran of 15 years in showbusiness, is identified with some of the medium's greatest triumphs including Paddy Chayefsky's "Marty," the first colorcast of "Peter Pan" with Mary Martin and the famed "Philco Television Playhouse."

In 1956 he marked the anniversary of his 10th year in television, all of them at NBC.

He joined the network in April, 1945, as production assistant. By January, 1946, he was writing, directing and producing network TV shows. He directed and subsequently produced Theatre Guild, ANTA and Kraft shows, and became producer of the "Philco" series from its start Oct. 3, 1948. Coe was instrumental in originating "Mr. Peepers," the NBC comedy series that made a video personality of Wally Cox. He became the first producer of "Producers' Showcase" in the Fall of 1954. During the 1955-56 season he produced the "Playwrights 56" drama series for NBC.

In 1953 Coe's work won three major awards -- The Sylvania Award for "Marty," the George Foster Peabody Television Award as "the most consistent producer of fine television drama," and the annual Look Magazine Award for his all-around production activities. Coe is credited with helping to give television writers the artistic and financial status that resulted in the development of a new and highly-respected group of television playwrights, among them Chayefsky, Foote, Aurthur, Tad Mosel, David Shaw and Sumner Locke Elliot.

In recent seasons, Coe produced "The Miracle Worker" and "Two for the Seesaw" on Broadway. His "All the Way Home," now playing on Broadway, is up for five nominations for Tony Awards.

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NBC-New York, 4/11/61

April 11, 1961

RECORD NUMBER OF 21 MAJOR NEWS SPECIALS PRESENTED
ON NBC-TV NETWORK IN FIRST THREE MONTHS OF 1961
- - -
First NBC News Quarterly Report Lists Many Achievements

NBC News presented a record number of 21 major news specials on the NBC-TV Network in the first three months of 1961, it was reported today by William R. McAndrew, Executive Vice President, NBC News.

In the first of a series of NBC News quarterly reports, Mr. McAndrew also announced that the NBC News Program Service has gained a total of 45 client stations since its inception in February as the nation's first electronic news service.

The special TV programs included 12 "NBC Special News Reports" covering such developments as the death of former Congolese Premier Patrice Lumumba, the space flight of the chimpanzee "Ham," the riot at the United Nations, and the capture of the liner Santa Maria by Portuguese rebels. Eight of these "instant specials" were sponsored by the Gulf Oil Corporation.

Other special NBC-TV programs included "David Brinkley Special: Our Man in Hong Kong," "JFK -- Report No. 1," as the first in a series covering the new administration, and two "NBC White Paper" programs -- "Panama: Danger Zone" and "Man in the Middle: the State Legislator."

(more)

NBC News also devoted full live TV and radio coverage to the inauguration of President Kennedy, his State of the Union message and three of his news conferences. In addition, NBC Radio gave broad coverage to the sessions of the United Nations, the news conference of the RB-47 airmen after their return from Russia, and other developments.

In a major expansion of its South American news coverage, NBC became the first U. S. broadcasting company with three full-staffed news bureaus in Latin America. New NBC News bureaus were opened in Rio de Janeiro, Brazil, and in Buenos Aires, Argentina, adding to the coverage provided by the bureau already established in Havana, Cuba.

The NBC News Program Service, which uses network lines to transmit filmed news stories instantaneously to NBC-affiliated stations, has supplied up to 10 such stories a day since its inception. The subscribing stations record the stories on tape or kinescope for use on local news programs. In addition, they may also record film coverage from the "Texaco Huntley-Brinkley Report" and the "NBC News Day Report."

NBC News continued to present such regular news programs as "Chet Huntley Reporting," the "Texaco Huntley-Brinkley Report," "Meet the Press," and the "NBC News Day Report" on television and "News-on-the-Hour," "Monitor News," "Emphasis," "News of the World" and "World News Roundup" on radio.

Major sponsors, in addition to the Gulf Oil Corporation and the Texaco Company, included Timex Corporation, Purex Corporation, General Mills Corporation and Mutual of Omaha.

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NBC-New York, 4/11/61

April 11, 1961

PROGRAM CHANGE FOR "THE NATION'S FUTURE" APRIL 15

RHODESIAN LEADER AND PORTUGUESE EXPERT TO DISCUSS
QUESTION, 'IS AFRICA READY FOR INDEPENDENCE?'

"Is Africa Ready for Independence?" will be debated on "The Nation's Future," the NBC-TV Network's news-making debate series, Saturday, April 15 (9:30-10:30 p.m. EST). The speakers will be Kenneth D. Kaunda, president of the United National Independence Party of Northern Rhodesia, and J. Freire d'Andrade, who until recently was commercial attache to the Portuguese Embassy in Washington and director of the Portuguese Trade and Cultural Interchange Bureau in New York.

(Note: This program will replace the debate between Norman Cousins, editor of the Saturday Review, and Leo Cherne, executive director of the Research Institute of America, on the question, "Is a Workable Peace with the Soviets Possible Now?" which originally was announced for this date.)

The debate on African independence will be held Friday, April 14 from 9:30 to 10:30 p.m. EST before a studio audience in NBC's New York studios and will be recorded on tape for broadcast Saturday, April 15. John K. M. McCaffery will be moderator.

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MONITOR

THE NBC WEEK-END RADIO SERVICE

April 11, 1961

HAL MARCH SIGNED AS A PERMANENT HOST
OF NBC RADIO NETWORK'S "MONITOR '61"

Hal March, noted radio and television personality, and star of the current Broadway play, "Come Blow Your Horn," has been signed as a permanent host on NBC's "Monitor '61," it was announced today by Albert L. Capstaff, Vice President, Programs, NBC Radio Network.

March will fill the regular 3-6 p.m. (NYT) Sunday spot.

"The acquisition of a star with the professional stature of Hal March further enhances the quality of the new 'Monitor '61' format," Mr. Capstaff said in making the announcement.

NBC COLOR TELEVISION NEWS



April 11, 1961

CORRECTION FOR NBC-TV NETWORK COLOR BROADCAST SCHEDULE FOR APRIL

Sunday, April 30

7-8 P.M.

Kill: "The Shirley Temple Show." This time period will be taken tonight only by a special program in black and white only, to be announced.

CREDITS FOR 'WESTERN HEMISPHERE-1971' ON 'OMNIBUS'

Series: "Omnibus"

Program: "Western Hemisphere-1971"

Date: NBC-TV Network (4-5 p.m. EST) Sunday,
April 16

Producer: Robert Saudek Associates

Director: Alex March

Series Designer: Henry May

Series Costume Designer: Saul Bolasni
* * *

Description: A one-hour examination of current affairs
in the Western Hemisphere and some
forecasts of the future by five
experts:

Dr. Samuel Hutchison Beer for "Government,"

Dr. Clodomir Vianna Moog for "Sociology,"

Dr. Claude Thomas Bissell for "Education,"

Dr. Raul Prebisch for "Economics,"

Dr. German Arciniegas for "Culture."

Each will be introduced by the Calypso
singer, The Lord Invader (Ruppert
Grant). Films of dances and archi-
tectural interest will be shown. Host
Alistair Cooke will speak on the
geography of the hemisphere, aided
by a 54-foot map with costumed people
standing on it.

* * *

Program Host: Alistair Cooke

Sponsor: Aluminium Ltd.

Agency: J. Walter Thompson, Inc.

NBC Press Representative: Leonard Meyers, New York

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

April 12, 1961

PUTNAM'S TO PUBLISH 'MEMO TO JFK,' BOOK BY NBC NEWSMEN
ON BACKGROUND OF MAJOR WORLD PROBLEMS FACING PRESIDENT

The contract for a new book, "Memo to JFK" -- in which NBC's foreign correspondents will present the background of major world problems facing President Kennedy -- has been signed by the National Broadcasting Company and George P. Putnam's Sons, Inc.

The book, scheduled for Fall publication, was announced jointly by Alfred R. Stern, Vice President, NBC Enterprises, and Howard S. Cady, Vice President and Editor in Chief, of Putnam's.

"Memo to JFK" will include a chapter by each of nine NBC News correspondents overseas, who will describe conditions in the areas of the world they cover and the problems these areas pose for the Kennedy administration. A 10th NBC newsman, White House correspondent Sander Vanocur, will write a chapter on plans put forward by the administration to deal with these problems.

A preface to the book will be written by Robert E. Kintner, President of NBC, and an opening chapter by William R. McAndrew, Executive Vice President, NBC News. Other chapters will be written by NBC News correspondents John Chancellor (Moscow), Joseph C. Harsch (Great Britain), John Rich (West Germany), Irving R. Levine (Mediterranean area), Edwin Newman (France), Welles Hangen (Africa-Asia), Cecil Brown (Japan-Korea), James Robinson (Formosa-South Asia), and Wilson Hall (Latin America).

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April 12, 1961

NBC'S NATIONAL ADVERTISING DEPARTMENT WINS MAJOR AWARDS
FROM TYPE DIRECTORS CLUB AND ART DIRECTORS CLUB

The National Advertising Department of the National Broadcasting Company has received major awards from the Type Directors Club and the Art Directors Club of New York, it was announced today by John Porter, Director of the department.

At the 40th Annual Exhibition of the Art Directors Club, NBC was awarded six separate prizes in three categories. An award of Distinctive Merit for still art work was given for an on-the-air telop for "Celebrity Golf." Four NBC promotion kits won awards in the direct mail category, and a 20-second film spot for "Astaire Time" was cited in the stop motion classification for filmed television promos.

Six promotion kits, tailor made for individual NBC shows and sent to all television affiliates, received special awards from the Type Directors Club.

All the prize-winning material was prepared under direction of John Graham, Senior Art Director of NBC National Advertising.

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NBC TRADE NEWS

April 12, 1961

NBC TELEVISION NETWORK WILL CONTINUE EXTENSIVE TAPE OPERATION
TO PROVIDE U.S. COMMUNITIES WITH PROGRAM SCHEDULE REGULARITY
DURING THE APRIL 30-OCT. 28 DAYLIGHT SAVING TIME PERIOD

The NBC Television Network will continue its extensive tape operation -- launched in 1958 -- to provide communities across the country with program schedule regularity during the April 30-Oct. 28 Daylight Saving Time period.

The tape method, which allows virtually instantaneous playback of recorded TV programs in both color and black and white, eliminates the uncertainty and confusion of shifts in local station program schedules caused by Daylight Saving Time. In the past, wholesale readjustments in programming and viewer habits were required in Standard Time areas.

NBC-TV's DST Program Repeat Plan provides for a repeat feed of the entire network schedule -- 7 a.m. - 1 a.m., seven days a week -- on a one-hour delay basis to most Standard Time cities.

Live and film programs will be immediately recorded on television tape at NBC's Tape Central in New York, then played back one hour later to stations operating on Standard Time. Thus, for example, a station in Georgia, which is a Standard Time area, will carry an 8 p.m. (EDT) New York show at 8 p.m. (Georgia time), instead of one hour earlier.

The one-hour repeat program service will be provided for all programs except sports and certain other special events programs, the content of which requires simultaneous transmission over the entire network.

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WEST GERMAN VIEWERS WILL HAVE OPPORTUNITY TO SEE ADENAUER
ON 'MEET THE PRESS' SAME DAY SHOW IS BROADCAST IN U.S.A.
- - -
NBC International Enterprises Also Arranges Australian Showings

Television viewers in West Germany will have the opportunity to see and hear their Chancellor, Konrad Adenauer, on NBC's "Meet the Press" the same day the show is broadcast in the United States (Sunday, April 16), through an arrangement negotiated by NBC International Enterprises.

The arrangement, which was announced by Alfred R. Stern, Vice President, NBC Enterprises, also provides for the broadcast of Chancellor Adenauer's "Meet the Press" interview in four major Australian cities: Sydney, Melbourne, Brisbane and Adelaide.

The show will be taped in Washington on Saturday (April 15) with a simultaneous translation in German, and rushed by jet plane to the West German Television Network for broadcast Sunday. A copy of the English version will be flown to Australia's TC Network for broadcast on Monday, the day following the U. S. and West German showings.

(Each Sunday's "Meet the Press" is broadcast in color on the NBC-TV Network 6 p.m. EST; NBC Radio Network, except WNBC at 6:30 p.m. EST. WNBC time is 6:35 p.m. EST.)

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NBC-New York, 4/12/61

NBC TELEVISION NETWORK NEWS

April 12, 1961

PREMIERE OF 'WHISPERING SMITH'

Blinded Outlaw Aids Search for Loot in First Episode;
New Day-and-Time for Series Announced

A blinded outlaw leads Denver Detective Whispering Smith (series star Audie Murphy) in a search for stolen bank money in "The Blind Gun," premiere episode on the NBC-TV Network's "Whispering Smith" police-mystery series Monday, May 8 (9-9:30 p.m. EDT).

(Editor's Note: "Whispering Smith" will be a Monday night feature instead of being presented Friday nights at 8:30 p.m. EDT beginning May 12, as previously announced. In its Monday night slot, "Whispering Smith" replaces "Acapulco," which will conclude Monday, April 24. A special program will be announced for the 9 to 9:30 p.m. time period Monday, May 1.)

Set against a background of the Denver Police Department -- first in the West to adopt methods of tracing and apprehending criminals standard in modern criminology -- in the 1870s, "Whispering Smith" will present stories in authentic settings and with documentary undertones. Real cases from the files of Denver Police will be used.

In addition to Audie Murphy in the title role, "Whispering Smith" stars singer Guy Mitchell in a dramatic role as Detective George Romack, and the late Sam Buffington (who died after several episodes had been filmed) as Police Chief John Richards.

In the storyline for "The Blind Gun," Smith (Murphy) and Romack (Mitchell) capture bank robber Thad Janeck (guest star Jan

(more)

2 - "Whispering Smith"

Merlin) after a gunfight in which Janeck is blinded by a bullet which creases his skull. Janeck agrees to take Smith to the spot where the money is hidden in return for a \$1,000 reward with which to pay for an operation to restore his sight. Smith, acting as Janeck's "eyes," goes on the trail with him, but they are followed by two thieves, Ben and Rex Avery (Robert Osterloh and Earl Hansen). In an ensuing gun battle, Janeck's sight is strangely restored, and Smith's life is saved by a rattlesnake.

Also in the cast are Carol Byron as Mary, Herbert Lytton as Henderson, and Harry Strang as Jake. "The Blind Gun" is directed by Pete Lyons from a teleplay by Tom Seller. Richard Lewis is executive producer of "Whispering Smith," packaged by MCA-TV and filmed at Revue Studios, Hollywood. Herbert Coleman and Willard Willingham are the co-producers.

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NBC-New York, 4/12/61

NBC-TV NETWORK PROGRAM

'DAVE GARROWAY TODAY SHOW' DEVOTES ENTIRE TWO-HOUR PROGRAM
TO SOVIET MAN-IN-SPACE AND EICHMANN TRIAL

NBC-TV's "The Dave Garroway Today Show" devoted its two-hour program today (Wednesday, April 12, 7-9 a.m. EST) to the Soviet Union's orbiting of a man in space and to the trial of Adolf Eichmann. A show taped Tuesday afternoon for broadcast this morning was discarded, and the new program was presented instead.

NBC was first in showing pool tape footage of the opening day of Eichmann's trial in Jerusalem. The scenes of the courtroom activity yesterday (Tuesday) were rushed by jet to New York's International Airport, arriving about 5:30 a.m. EST today. NBC Tape Central began making its copies at 7:20 a.m. EST and the footage was shown on "Today" at 8:11 a.m. EST.

The "Today" coverage of the space flight of Russia's Major Yuri Gagarin included exclusive interviews with Academician Leonid Sedov, a leading Russian cosmic physicist and head of the International Aeronautical Federation; Dr. Albert Parry, chairman of the Department of Russian Studies at Colgate University and an expert on Russia's rockets and missiles; and James Webb, administrator of the National Aeronautics and Space Administration.

Dr. Sedov, who is attending the observance of the Massachusetts Institute of Technology centennial, was interviewed in the studios of Station WBZ-TV in Boston by Dave Garroway from NBC's New York Studios. Dr. Sedov spoke in Russian. The questions and answers were interpreted by Dr. Parry, who was seated alongside Garroway.

(more)

The information gained from the Soviet space flight will be made public and shared with other nations, Dr. Sedov said. He said he did not know if foreign observers could be present at the landing of the next Russian astronaut but that this seemed possible in the future.

Dr. Parry, in a separate interview with Garroway, said he gathered from reading the Russian press that the launching of a man into space originally was intended to occur during Soviet Premier Khrushchev's last visit to the United States.

Webb was interviewed in Washington by NBC News correspondent Robert Abernethy and by Dave Garroway from New York. Webb termed the Russian feat "a splendid one" and discussed America's space program, noting its scientific accomplishments and listing future plans. Colonel Charles Roadman, medical chief of NASA, also spoke about U. S. accomplishments in space during an interview in Washington with NBC News correspondent Peter Hackes.

The program also presented a radio report from NBC News correspondent John Chancellor in Moscow.

The Eichmann trial coverage included a live two-way radio conversation between NBC News correspondent Martin Agronsky at the scene of the trial and Garroway, in which Agronsky described highlights of the second day's proceedings in the courtroom. In another radio report from Jerusalem, received and recorded shortly before "Today" went on the air, NBC News correspondent Alvin Rosenfeld commented on events of the first day of the trial.

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NBC-New York, 4/12/61

YOGI BEAR AND HUCKLEBERRY HOUND, CARTOON CHARACTERS,
'SIGNED' AS SPECIAL GUESTS ON 'EMMY AWARDS' SHOW

Yogi Bear and Huckleberry Hound, internationally famous TV cartoon stars, have been "signed" by producer-director Bob Henry as special guest performers on the 13th annual "Emmy Awards" show, to be broadcast over NBC-TV Tuesday, May 16 (10-11:30 p.m. EDT).

This will mark the first time that an animated cartoon has been integrated into the "Emmy" program.

In a specially created animated film, Yogi will present for the first time his own invention -- an electronic prognosticator. Huck will assist Yogi in pushing the many buttons on the device which if operated correctly, will produce the "ideal" television show and star.

Warren Foster wrote the segment. Bill Hanna and Joe Barbera, producers of the Yogi Bear and Huckleberry Hound series, produced and directed.

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HOLLYWOOD CORRESPONDENTS TO VISIT 'TRUTH OR CONSEQUENCES'

Three prominent Hollywood correspondents will be guests on NBC-TV's "Truth or Consequences" Friday, April 21. Bob Barker, emcee of the Monday-through-Friday daytime series (12 noon EST), will greet Vern Scott, columnist for UPI; Cecil Smith, entertainment editor and columnist of the Los Angeles Times and TV Channels, and Dan Jenkins, West Coast editor of TV Guide. The trio will answer questions directed at them from the audience.

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JACKIE COOPER TO PERFORM ON TV GUIDE AWARD SHOW

Jackie Cooper has been signed as a guest star for the second annual "TV Guide Award Show" on the NBC-TV Network Tuesday, June 13 (10-11 p.m. EDT).

Cooper and Nanette Fabray, previously announced as a guest star, and another performer yet to be named, will participate in satirical sketches lampooning the television industry. The program, which will originate in both Hollywood and New York, will be devoted primarily to entertainment, with 15 minutes devoted to the presentation of eight awards.

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NBC-New York, 4/12/61

April 13, 1961

RICHARD N. GOLDSTEIN IS APPOINTED DIRECTOR, LABOR RELATIONS, NBC

Appointment of Richard N. Goldstein as Director, Labor Relations, National Broadcasting Company, was announced today by George H. Fuchs, Vice President, Personnel.

Mr. Goldstein, who came to NBC as an attorney in the Legal Department in February, 1957, was formerly with the law firm of Proskauer, Rose, Goetz & Mendelsohn in New York City.

A native of Rochester, N. Y., Mr. Goldstein attended the Industrial and Labor Relations School at Cornell University, where he received a Bachelor of Science Degree in 1949. He received his Bachelor of Laws Degree in 1952 from the Yale Law School.

Mr. Goldstein served in the U. S. Army for more than two years. He is a son of Mr. and Mrs. Joseph Goldstein of Rochester, and lives in Manhattan.

-----O-----

April 13, 1961

NBC RADIO NETWORK, FOR THE FIFTH TIME IN LAST SIX YEARS,
WINS NATIONAL SAFETY COUNCIL'S PUBLIC INTEREST AWARD

For the fifth time in the last six years, the NBC Radio Network has won the National Safety Council's Public Interest Award for exceptional service to safety.

In announcing the award, a plaque, Howard Pyle, President of the National Safety Council, said: "I am sure you feel, as we do, that there is another dividend as a result of your safety efforts -- the knowledge that you have helped to prevent accidents."

Established in 1948, the National Safety Council awards are presented in recognition of leadership, initiative and originality by the mass media in the promotion of accident prevention.

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NBC TELEVISION NETWORK NEWS

April 13, 1961

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| NBC SPECIAL NEWS REPORT PRESENTED ON RUSSIA'S "MAN INTO SPACE" |
|---|

"Man Into Space," a special NBC News program reporting on the successful space flight of Soviet astronaut Yuri Gagarin, was presented on the NBC-TV Network last night (Wednesday, April 12, 10:30-11 p.m. EST).

The program included an audio report from NBC News' Moscow correspondent John Chancellor covering the Soviet achievement and Russian reaction to it. It also covered American reaction, including comment by U. S. Senators and by President Kennedy at his news conference.

The program also presented a film report on the training of Russian astronauts and interviews with American authorities on Soviet science. It was presented as another in the series of "NBC Special News Reports" sponsored by the Gulf Oil Corporation. Edwin Newman was anchorman.

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NBC COLOR TELEVISION NEWS



April 13, 1961

NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For May (All Times EDT)

Monday through Friday, May 1-5

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry (Repeat).
6:30-7 a.m. -- "Continental Classroom" - Probability and Statistics.
10:30-11 a.m. -- "Play Your Hunch" - Merv Griffin is emcee.
11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.
12:30-12:55 p.m. -- "It Could Be You" - Bill Leyden is emcee.
2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, May 1-4

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday, May 1

9:30-10 p.m. -- "Concentration" - Hugh Downs is emcee.

Wednesday, May 3

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, May 4

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, May 5

8:30-10 p.m. -- "The Hallmark Hall of Fame" presents Dean Stockwell,
Thomas Mitchell and guest star Keenan Wynn in Jerry McNeely's
"The Joke and the Valley."

(more)

2 - NBC-TV Network Color Broadcast Schedule for May

Saturday, May 6

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, May 7

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" - "The Reluctant Dragon"

(Repeat)

9-10 p.m. -- "The Chevy Show," starring Roy Rogers and Dale Evans.

Monday through Friday, May 8-12

6-6:30 a.m. -- "Continental Classroom" (Repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, May 8-11

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday, May 8

9:30-10 p.m. -- "Concentration"

Wednesday, May 10

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, May 11

9:30-10 p.m. -- "The Ford Show"

(more)

3 - NBC-TV Network Color Broadcast Schedule for May

Friday, May 12

8:30-9 p.m. -- "Five Star Jubilee," a "popular" and country music series. Note: This program, which has been on the NBC-TV Network since March 17, 1961, will become a color broadcast starting tonight. (Network except WNBC-TV)

11:15 p.m.-1 a.m. -- "The Best of Paar," repeat of a past "Jack Paar Show." Note: These repeat programs, which were previously presented in black and white only, will be broadcast in color starting tonight.

Saturday, May 13

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, May 14

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" - "The Rebel Gun"

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Friday, May 15-19

6-6:30 a.m. -- "Continental Classroom" (Repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show." (Note: The Friday, May 19 program is "The Best of Paar." Repeat)

Monday, May 15

9:30-10 p.m. -- "Concentration"

(more)

4 - NBC-TV Network Color Broadcast Schedule for May

Wednesday, May 17

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, May 18

9:30-10 p.m. -- "The Ford Show"

Friday, May 19

8:30-9 p.m. -- "Five Star Jubilee"

Saturday, May 20

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, May 21

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" - "The Black Arrow" (Repeat)

9-10 p.m. -- "The Chevy Show," starring Andy Williams, with guests
Gogi Grant, the Williams Brothers, Vic Schoen and His Orchestra,
special guest Jonathan Winters and introducing Claudine Longet.

Monday through Friday, May 22-26

6-6:30 a.m. -- "Continental Classroom" (Repeat). (Series concludes
May 26)

6:30-7 a.m. -- "Continental Classroom" (Series concludes May 26)

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show." (Note: The Friday,
May 26 program is "The Best of Paar." Repeat)

(more)

5 - NBC-TV Network Color Broadcast Schedule for May

Monday, May 22

9:30-10 p.m. -- "Concentration"

Wednesday, May 24

8:30-9 p.m. -- "The Price Is Right"

(Note: "Perry Como's Kraft Music Hall," usually broadcast in color on Wednesday nights, will be broadcast in black and white only on this date)

Thursday, May 25

9:30-10 p.m. -- "The Ford Show"

Friday, May 26

8:30-9 p.m. -- "Five Star Jubilee"

Saturday, May 27

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, May 28

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" - "The Indian Captive" (Repeat)

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday through Wednesday, May 29-31

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday, May 29

9:30-10 p.m. -- "Concentration"

Wednesday, May 31

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

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CORRECTION, PLEASE

In the credit sheet released April 11 for
"Western Hemisphere 1971" on NBC-TV's "Omnibus" Sunday,
April 16, the time was incorrectly listed as 4-5 p.m.
EST. The correct time is 5-6 p.m. EST.

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NBC-New York, 4/13/61

2-X-H

NBC TRADE NEWS

April 14, 1961

FIRST FOUR SPONSORS OF 'YOUR SATURDAY NIGHT MOVIE'

ANNOUNCED BY NBC TELEVISION NETWORK

The first four advertisers to purchase sponsorship in "Your Saturday Night Movie," new TV first-run feature film presentations to be highlighted during the NBC-TV 1961-62 season, were announced today by Don Durgin, Vice President, NBC Television Network Sales.

The advertisers are R. J. Reynolds Tobacco Company, Thomas Leeming & Company Inc., Noxzema Chemical Company and Union Carbide Company.

"Your Saturday Night Movie," beginning in September, will present full-length, uncut feature pictures from a 20th Century-Fox roster of 150 movies, most of them in color. They will be broadcast on Saturdays to conclusion, starting at 9 p.m. (NYT).

These top-drawer feature films represent the first post-1950 prestige films ever released to network television. Among the pictures to be shown will be "How to Marry a Millionaire," with Marilyn Monroe, Betty Grable and Lauren Bacall; "Titanic," with Clifton Webb and Barbara Stanwyck; "On the Riviera," with Danny Kaye; "The Black Rose," with Tyrone Power and Orson Welles; "The Glass Menagerie," with Jane Wyman, Kirk Douglas and Gertrude Lawrence; "Snows of Kilimanjaro," with Gregory Peck, Susan Hayward and Ava Gardner, and many others.

The R. J. Reynolds, Thomas Lemming and Union Carbide purchases were placed through the William Esty Company; the Noxzema order was through Sullivan, Stauffer, Colwell & Bayles Inc.

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NBC COLOR TELEVISION NEWS



April 14, 1961

CREDITS FOR NEW NIGHTTIME VERSION OF 'CONCENTRATION'

Hugh Downs will be host of the new nighttime color version of his popular NBC-TV network daytime game show "Concentration." The nighttime program premieres Monday, April 17 at 9:30 p.m. EST.

The program, based on the children's card game, pits the imaginations and memories of two players. By matching numbers on the gigantic electronic game board and identifying the word picture (rebus) which is subsequently uncovered, the players are eligible for prizes. The rules of both daytime (Monday-through-Friday) and Monday night versions of "Concentration" remain the same, with larger prizes being offered on the nighttime show.

Jim Lucas is the announcer of "Concentration." Downs will be assisted by models Annette Cash, Marilyn Grey, Liz Gardner and Pat White.

Hugh Downs is also the announcer on NBC-TV's "The Jack Paar Show" Monday through Friday (11:15 p.m. to 1 a.m. EST).

* * *

(more)

2 - Credits for Nighttime 'Concentration'

Time: NBC-TV Network in color -- Mondays
starting April 17 (9:30 p.m. EST)

Host: Hugh Downs

Format: Audience-participation game show based on
memory, devised from the children's
card game of the same name.

Announcer: Jim Lucas

Models: Annette Cash, Liz Gardner, Marilyn Grey
and Pat White

Producer: Jack Farren

Associate Producer: Norm Blumenthal

Director: Ted Nathanson

Associate Director: Gertrude Rosenstein

Music Director: Milton Jay Kaye

Technical Director: Carl Cabasin

Program Staff: Jeanne O'Meara, Dick DiBartolo and
Bill Haeusler

Scenic Designer: Hjalmar Hermanson

Unit Manager: James E. Fox

Origination: Ziegfeld Theater in New York

Sponsor (and Agency): P. Lorillard Company (Lennen & Newell
Inc.)

NBC Press
Representative: Anne Morrissy

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NBC-New York, 4/14/61

NBC TELEVISION NETWORK NEWS-H

April 17, 1961

'TRIAL OF ADOLF EICHMANN,' NBC NEWS SPECIAL,
SCHEDULED ON NBC-TV NETWORK SUNDAY, APRIL 23

NBC News will present a half-hour special program entitled "Trial of Adolf Eichmann" Sunday, April 23 at 6:30 p.m. EST on NBC-TV.

The program will be the network's second report on the trial of the man accused of having a major responsibility in the annihilation of several million Jews. Correspondent Frank McGee, now covering the trial for NBC in Israel, will fly to the United States to narrate the broadcast. It will present taped and filmed highlights of the trial with an interpretation of its legal aspects.

It will also report on the impact of the trial throughout the world. To illustrate this impact, McGee will interview newsmen covering the trial for three separate areas of the world, and the program will show how their coverage affected people in each country. There will also be a report on how the Israelis are reacting to the trial.

A presentation of NBC News, the program will be produced by Chet Hagan and directed by Robert Priaulx.

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April 17, 1961

'NBC COMPLETE BASEBALL,' NEW ANNUAL MAGAZINE,
TO BE FOR SALE ON NEWSSTANDS MAY 1

"NBC Complete Baseball," a new annual magazine, published by Maco Magazine Corporation in cooperation with NBC Enterprises, will be for sale on the newsstands May 1, it was announced today by Morris Rittenberg, Director, NBC Domestic Enterprises Division, and Jerry Mason, Chairman of the Board, Maco Magazine Corporation.

The magazine will contain authoritative statistics concerning all the Major League baseball teams and their players, in addition to feature articles and anecdotes written by the NBC Sports Department's top personalities. They include Tom S. Gallery, Director of Sports, NBC; Lindsey Nelson, Assistant Sports Director and Sportscaster; Perry Smith, Producer of NBC-TV's "Major League Baseball" games, and Joe Garagiola, former National League catcher, who teams with Nelson as commentator for NBC-TV's "Major League Baseball" games.

"NBC Complete Baseball" will contain 96 pages fully illustrated with photographs and drawings.

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April 17, 1961

NBC NEWS WINS FOUR OVERSEAS PRESS CLUB AWARDS

NBC News has won four Overseas Press Club Awards -- one for the "U-2 Affair" on the "NBC White Paper" series, one for the foreign reporting of NBC News correspondent Edwin Newman, and two for the coverage of the Tokyo riots by NBC News cameraman Yung Su Kwon.

Kwon received the award for the best news film from abroad and the Robert Capa Award for his coverage of the Japanese riots during the visit of James Hagerty, then White House press secretary. The awards paid tribute to Kwon's courage and skill in capturing on film the angry mood of the rioters as well as Hagerty's rescue by helicopter. Kwon -- who was born in Korea and went to Japan in 1932 -- was flown to New York by NBC News to accept the awards.

"The U-2 Affair" was named as the best radio or TV interpretation of foreign affairs. The program was praised as a documentary on "Francis Gary Powers' ill-fated and ill-timed flight over the U. S. S. R." The Overseas Press Club pointed out that the entire script was printed in The Congressional Record, by unanimous consent of the U. S. Senate, as a tribute to its importance. The award was accepted by Irving Gitlin, executive producer of the "NBC White Paper" series.

(more)

2 - Overseas Press Club Awards

Edwin Newman, who has served in the NBC News bureaus in London, Rome and Paris, was praised for his radio reporting from abroad. The award citation described him as "a superb writer in any news medium." It pointed out that he has flown more than 100,000 miles on recent NBC News assignments and has crossed the Atlantic 16 times. Newman recently returned to New York to work on NBC News specials after serving more than two years as bureau chief in Paris.

The awards were presented at a dinner meeting of the Overseas Press Club April 14 in the Waldorf-Astoria Hotel, New York.

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NBC-New York, 4/17/61



April 17, 1961

'THE BEST OF PAAR' TO BECOME COLOR FEATURE

"The Best of Paar," the regular Friday night feature of the NBC-TV late night program, which highlights previously taped Paar programs, will be broadcast in color starting Friday, May 12.

"The Best of Paar" currently is televised in black and white only, and, the regular "Jack Paar Show" in color on NBC-TV Monday through Friday (11:15 p.m. to 1 a.m. EST). The transition to color of "The Best of Paar," taped feature, was made possible by improved electronic and editing techniques of color tape.

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Attention, Sports Editors

U.S. ARMED FORCES ABROAD SEE NBC SPORTSCASTS

NBC-TV's weekend "Major League Baseball" games are being seen by United States Armed Forces personnel stationed in all sections of the world, as will be the network's coverage of two major golf tournaments, the Tournament of Champions Sunday, May 7, and the National Open Golf Championship Saturday, June 17.

The NBC-TV sportscasts are kinescoped by the Armed Forces Television Service, an operation of the Department of Defense. They are presented on a delayed basis by 37 Armed Forces TV stations in the Atlantic-European-African, North Atlantic, Caribbean, Alaskan, Far East and Pacific areas.

BILLY WELU SEEKS EIGHTH WIN ON 'BOWLING STARS'

Billy Welu of St. Louis ran his winning streak up to seven on NBC-TV Network's "Bowling Stars" April 15, and will shoot for number eight when he opposes Frank Clause of Old Forge, Pa., on the Saturday, April 22 show (5 p.m. EST).

Welu scored games of 224, 245 and 205 for a 674-630 triumph over Joe Kristof. He has now won a total of \$7,480 in his seven "Bowling Stars" matches.

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NBC-New York, 4/17/61

WRITERS CHOSEN FOR 'EMMY AWARDS' SHOW

Jean Holloway, Saul Ilson and Bud Burtson have been named overall writers for the 13th annual "Emmy Awards" show, it was announced by the program's producer-director, Bob Henry. The show will be broadcast on the NBC-TV Network Tuesday, May 16 (10-11:30 p.m. EDT).

Miss Holloway's credits include NBC-TV's "Wagon Train" (30 in two years), "I Hear America Singing" and the Bing Crosby, Danny Thomas and Celeste Holm shows. Ilson numbers among his credits NBC-TV's "Dinah Shore Chevy Show" and the Bing Crosby and Pat Boone shows. Burtson has written for Dinah Shore, Paul Winchell and Bob Hope in addition to special material for many other top stars.

* * *

MACHINE OFFERS YOGI'S PREDICTIONS OF EMMY AWARDS

"Yogi Bear's Neil-Trend-Itron" is the official name of the electronic prognosticator "invented" by the TV cartoon character. As previously announced, the machine, which produces the "ideal" television show and star, will be unveiled in an animated cartoon on the 13th annual "Emmy Awards" show, to be broadcast over NBC-TV Tuesday, May 16 (10-11:30 p.m. EDT).

* * *

LAMPOONING RATINGS

A three-minute lampoon of TV ratings has been filmed by Dwayne Hickman, TV's "Dobie Gillis," and will be broadcast on the 13th annual "Emmy Awards" show over NBC-TV Tuesday, May 16 (10-11:30 p.m. EDT). Max Shulman, creator of "Dobie Gillis," and Joel Kane wrote the segment.

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SUNDAY, APRIL 30 (1:30-2 P.M. EDT)

Description:

A special "Report from Moscow," filmed by the NBC Television religious programs unit in cooperation with the Southern Baptist Convention. Most of Moscow's churches are closed or have been turned into museums. One still in existence is the Moscow Baptist Church. There the TV unit filmed dramatic pictorial and musical highlights of six typical Baptist worship services including a wedding, an ordination, and a group baptism.

Executive Producer:

Doris Ann

Directed and Produced by

Martin Hoade

Written by

Earl Hamner

Narrated by

Norman Rose

Photographed by

Joseph Vadala

Associate Producer:

Mary James

Film Edited by

Robert Loweree and Angelo Farina

Graphic Arts:

Stas Pyka

For the Southern Baptist
Convention's Radio and TV
Commission

Dr. Paul M. Stevens

(Note: This "Report from Moscow" will be an offering of "The Southern Baptist Hour," which is on view three times a year during a 52-week schedule of the regular NBC Television religious program. It will be an NBC Public Affairs presentation.)

PROGRAM, APRIL 10 (11:30-2 P.M. EST)

Production:

A special "Report from Moscow," filmed by the NBC Television Religion Program Unit in cooperation with the Southern Baptist Convention. Most of Moscow's churches are closed or have been turned into museums. The only in existence is the Moscow Baptist Church. There the TV unit filmed dramatic portraits and scenes of life of the typical Russian woman. Various religious worship, an exhibition, and a group singing.

Hosts Ann

Robert Lowrey

Barbara Hansen

Robert Lowrey

Joseph Vachon

Barbara Hansen

Robert Lowrey and Ann's Sister

Star Line

Executive Producer:

Directed and Produced by

Barbara Hansen

Directed by

Co-Produced by

Associated Producers:

Also Directed by

Graphic Arts:

Now the Southern Baptist Convention's Radio and TV Commission

Dr. Paul H. Roberts

(Note: This "Report from Moscow" will be

an offering of "The Southern Baptist

Hour," which is on now three times a

year during a 26-week schedule of the

regular NBC television religious pro-

gram. It will be on NBC Radio after

OTTO PREMINGER AND DORE SCHARY TO DEBATE QUESTION,
"SHOULD MOVIE INDUSTRY CLASSIFY ITS FILMS?"
ON "THE NATION'S FUTURE" APRIL 29

Two motion picture industry notables, Otto Preminger and Dore Schary, will debate the question, "Should the Movie Industry Classify Its Films?" on NBC-TV's "The Nation's Future" Saturday, April 29 (9:30-10:30 p.m. EST).

The debate will be held before an invited studio audience in New York Saturday, April 22 from 9:30 to 10:30 p.m. EST and recorded on tape for broadcast a week later. John K. M. McCaffery will be moderator.

Classification is a system, either voluntary or mandatory, of rating films for various groups of persons after a thorough study of content. Most classification has been aimed at age groupings or religious denominations. The purpose of classification is to discourage groups from seeing films which, in the classifier's judgment, would have harmful or disturbing effects.

Arthur Barron, who produces "The Nation's Future" under supervision of executive producer Irving Gitlin, said an active debate on classification of films presently is going on within the movie industry itself. One school, which includes Schary, holds that any classification of films into categories, for example, by age, would be wrong, primarily because it is a form of censorship. Preminger and others regard it as both good and necessary, because of a sense of responsibility for what is presented to audiences and to prevent censorship from outside the film industry.

The studio audience attending the television debate will include motion picture actors and actresses, executives of film studios, distributors, exhibitors and film critics.

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NBC-New York, 4/17/61

April 18, 1961

GENERAL MOTORS, IN ITS MOST EXTENSIVE DAYTIME ORDER
IN NETWORK TV, WILL SPONSOR QUARTER-HOURS
IN 4 NBC-TV SHOWS NEXT SUMMER

General Motors Corporation will sponsor daytime quarter-hours in four weekday programs on NBC-TV next Summer, marking the first major venture into daytime TV for its passenger car division, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The sponsorship also represents a major Summer expenditure in network TV by General Motors. The Frigidaire Division of General Motors also has long been a major user of daytime television on NBC-TV exclusively.

The order, which runs for 13 weeks beginning July 1, marks the most extensive daytime order ever placed in network TV by General Motors. The four programs are "The Price Is Right," "Truth or Consequences," "The Loretta Young Theatre" and "Make Room for Daddy."

The order was placed for the General Motors Corporation by the Campbell-Ewald Company, McCann-Erickson Inc. and D. P. Brother & Company.

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NBC TRADE NEWS

April 18, 1961

14 ADVERTISERS PLACE ORDERS TOTALING \$4,750,000 IN
'DAVE GARROWAY TODAY SHOW' AND 'JACK PAAR SHOW'

Orders totaling \$4,750,000 have been placed by 14 advertisers on "The Dave Garroway Today Show" and "The Jack Paar Show" on the NBC-TV Network, it was announced today by William Storke, Director of Sales, NBC Participating Programs.

The new business, placed over the past six weeks, includes a major purchase by S & H Green Stamps for a total of 260 participations on "The Dave Garroway Today Show." The order was placed through Sullivan, Stauffer, Colwell & Bayles Inc.

Other major orders placed during the period include those by P. Lorillard & Company for 49 participations on "The Jack Paar Show," through Lennen & Newell Inc.; the Gold Seal Company, also for 40 participations on the Paar program, and Miles Laboratories Inc. for 80 participations on "The Dave Garroway Today Show." The Gold Seal purchase was placed through Campbell-Mithun Inc., of Minneapolis, and the Miles Laboratories order was through Wade Advertising Inc. of Chicago.

Other advertisers recently placing new orders with NBC Participating Programs, and their agencies, are:

Adolph's Ltd., through McCann-Erickson Inc. in Los Angeles, for 20 participations in "The Jack Paar Show."

Melnor Industries, through Smith-Greenland Company, Inc., for 15 participations in "The Jack Paar Show."

(more)

Adolph's Ltd., through McCann-Erickson Inc. in Los Angeles, for 14 participations in "The Dave Garroway Today Show."

Adam Hats Inc., through Mogul, Williams & Saylor Inc., for 13 participations in "The Jack Paar Show."

Gibson Art Company, through Cye Landy Advertising in Columbus, Ohio, for nine participations in "The Jack Paar Show."

Mobile Homes Manufacturers Association, through J. Walter Thompson Company in Chicago, for eight participations in "The Dave Garroway Today Show."

Warner-Lambert Pharmaceutical Company, through Lambert & Feasley Inc., for six participations in "The Jack Paar Show."

Eaton Paper Corporation, through Chirurg & Cairns Inc., for four participations in "The Dave Garroway Today Show."

American Photocopy Equipment Company, through Irving J. Rosenbloom Company in Chicago, for two participations in "The Dave Garroway Today Show."

Black & Decker Company, through Van Sant Dugdale Company in Baltimore, for two participations in "The Dave Garroway Today Show."

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NBC-New York, 4/18/61

April 18, 1961

SWIFT REPORTS AND SPECIAL PROGRAMS HIGHLIGHT NBC NEWS'
TV AND RADIO COVERAGE OF INVASION OF CUBA

NBC News devoted intensive coverage to the first day of the anti-Castro invasion of Cuba, including an exclusive report that more than 100 Cuban pilots had returned to the island after flight training with Russian jet planes in Czechoslovakia.

The report by Washington correspondent Richard Harkness, citing informed speculation, said that the objective of last Saturday's bombing attack on Cuba was to wipe out the pilots and to destroy an undetermined number of Russian-built MIG jets that had been delivered to Cuba but had not yet been assembled.

The Harkness report was part of a broad pattern of coverage on the NBC Television and Radio Networks. During the day (April 17), NBC-TV interrupted its regular programming six times to report late developments. In the evening, NBC News presented special programs on both television and radio.

"Cuba: Island in Revolt," an NBC-TV special reporting on the invasion and its world-wide repercussions, was presented at 9:30 p.m. EST. The program featured a commentary by NBC News correspondent Edwin Newman and reports by Herb Kaplow in Miami, Frank Bourgholtzer in Washington and Pauline Frederick at the United Nations.

The program was presented as another in a series of "NBC Special Reports" covering fast-breaking news events and sponsored by the Gulf Oil Corporation. It was produced by Chet Hagan and directed by Robert Priaulx.

(more)

2 - Coverage of Cuban Invasion

A special NBC Radio Network program, "Crisis in Cuba" (8:30 p.m. EST), included reports by correspondents Kaplow, Bourgholtzer, Lee Hall and Peter Hackes. It also presented a report by correspondent Bert Quint quoting Cuban exile sources in Mexico City as saying that the invasion forces were moving ahead in Pinar del Rio, Santiago de Cuba and Matanzas. In addition, Quint said, the exiles reported that parachutists were being dropped on the offshore Isle of Pines and that the Cuban Revolutionary Council was aboard a ship somewhere in Cuban waters and would remain there until a beachhead was secured.

* * *

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| <p>NBC NEWS SETS UP SPECIAL BUREAU IN MIAMI FOR COVERAGE OF CUBAN DEVELOPMENTS</p> |
|--|

NBC News has moved into Miami during the past few days to staff a special bureau for the network's extensive reporting of the Cuban situation.

Since the first invasion reports early Monday morning, NBC has broadcast up-to-the-minute television and radio spots from its affiliate WCKT in Miami.

Herb Kaplow went to Miami last week when the first rumors suggested a possible invasion. He has been joined by Bill Ryan from New York and a camera team, Bruce Powell and Hal Kluehe, from Chicago. A film editor and copy editor join the special bureau today. Bob Branner, audio engineer, and Roy Neal, who is currently preparing for TV coverage of the Man-in-Space program at Cape Canaveral, will set up a special monitoring system in Miami to listen in on any rebel broadcasts which may emanate from Cuba.

(more)

3 - Coverage of Cuban Invasion

Correspondent and cameraman John Hlavacek, who was based in Kingston, Jamaica, will be flown into Guantanamo Naval Base in Cuba this afternoon by the Navy. He will cover the scene from that area.

NBC's Havana correspondent Richard Valeriani filed a story late Sunday, but has not been reached since Cuba cut off all outside lines of communication.

* * *

EXCLUSIVE INTERVIEWS FEATURE FULL TWO-HOUR COVERAGE OF CUBAN INVASION ON 'DAVE GARROWAY TODAY SHOW'

"The Dave Garroway Today Show" on the NBC-TV Network covered the invasion of Cuba today (Tuesday, April 18) with exclusive interviews and special reports from Washington, the United Nations, Guatemala, Miami and Moscow. "Today" devoted its entire two-hour program (7-9 a.m. EST) to developments in the Cuban situation.

Speaking from Washington, Senator Wayne L. Morse (D.-Ore.), chairman of the Latin-American Affairs Subcommittee of the Senate Foreign Relations Committee, said "we must make very clear to the Soviet Union that Cuba is not Hungary" and that "the Monroe Doctrine is not dead." Senator Morse was interviewed by NBC News correspondent Robert Abernethy in Washington and by Dave Garroway from NBC's New York Studios.

Interviewed in Miami by "Today" special projects editor Paul Cunningham, Abel Mestre, in charge of propaganda for the Cuban Revolutionary Council, said the anti-Castro forces expect to set up a provisional government as soon as its leaders have landed on Cuba.

(more)

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4 - Coverage of Cuban Invasion

Reaction at the United Nations was reported by NBC News UN correspondent Pauline Frederick. Other NBC News correspondents taking part in the program were John Chancellor, Wilson Hall and Lee Hall. Chancellor reported reaction in Moscow, Wilson Hall reported from Guatemala on pre-invasion activities there, and Lee Hall, interviewed by Garroway in New York, discussed the situation in Cuba before the invasion began.

Anita Colby described the attitude of Cuban women.

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NBC-New York, 4/18/61

NBC TELEVISION NETWORK NEWS

April 18, 1961

TWO NBC NEWS PROGRAMS-- 'TEXACO HUNTLEY-BRINKLEY REPORT'
AND 'NBC WHITE PAPER'--AND 'SHARI LEWIS SHOW'
WIN 1960 PEABODY AWARDS

Two NBC News programs -- "The Texaco Huntley-Brinkley Report" and the "NBC White Paper" -- today (April 18) won 1960 George Foster Peabody Awards. NBC-TV's "The Shari Lewis Show" won the Peabody Award for television's outstanding series for children.

The Peabody Awards committee selected the "Huntley-Brinkley Report" (NBC-TV, Mondays through Fridays, 6:45 p.m. EST) as the outstanding television news program and declared that "the smoothly functioning team of Chet Huntley and David Brinkley has dominated the news division of television so completely in the past year that it would be unthinkable to present a Peabody Award in that category to anybody else."

The judges praised Huntley and Brinkley for their "straight-forward and unpretentious" news reports and for leavening "the increasingly foreboding context of round-the-world news with just enough unobtrusive humor to make it palatable." The citation said that "for banishing the voice of doom from news broadcasting they deserve the thanks of everybody who likes to hear the day's headlines but doesn't relish the prospect of being scared to death while he's digesting them."

(more)

The "NBC White Paper" won its award for "distinguished contribution to television education." The citation described the program as "a courageous and realistic presentation in prime viewing time of such vital, controversial issues as the U-2 incident and sit-in demonstrations." The judges declared that executive producer Irving Gitlin "combines vigorous reporting with keen analysis in depth in a unified treatment certain to stimulate reflection and serious thinking among viewers."

"The Shari Lewis Show" (NBC-TV Saturdays 10 a.m. EST, in color) was chosen as "the outstanding television program for children during the year of 1960." It was commended as "a unique television program in which the talents of Shari Lewis as a singer, dancer and ventriloquist charm children of all ages." The citation said that "her clever manipulation of puppets and the never ceasing rhythmic flow of her presentation create a program of entertaining and cultural values."

The Peabody Awards were presented at a luncheon meeting of the Radio and Television Executives Society of New York in the Hotel Roosevelt. The presentations were made by Peabody Board Chairman Bennett Cerf. Also present at the meeting was John E. Drewry, dean of the Henry Grady School of Journalism, the University of Georgia, which sponsors the Peabody Awards. The NBC awards were accepted by Chet Huntley, Irving Gitlin and Shari Lewis.

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NBC-New York, 4/18/61

AIR FORCE NAMES NEW MISSILE FOR HERO OF 'WHISPERING SMITH' SERIES

The U. S. Air Force is naming one of its new Atlas Intercontinental Ballistic Missiles after the hero of the NBC-TV Network's "Whispering Smith" police-mystery series, which starts Monday, May 8 (9-9:30 p.m. EDT).

The Air Force announced that the new ICBM, first ever to be given a name, will be dedicated "Whispering Smith" on Armed Forces Day, May 20. Audie Murphy, title role star of the series, will fly to Francis Warren Air Force Base, Cheyenne, Wyo., to participate in the event.

Murphy was the World War II hero who, at 20, became the nation's most decorated soldier -- winner of every U. S. Army combat decoration, including the Congressional Medal of Honor.

"Whispering Smith" is based on the Denver, Colo., police detective who, in the 1870s, became the first in the West to adopt methods of tracing and apprehending criminals standard in today's criminology. Co-starring opposite Murphy in the series is singer Guy Mitchell, in a dramatic role, as Detective George Romack.

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NBC-New York, 4/18/61

NBC TELEVISION NETWORK NEWS

April 19, 1961

HOLLYWOOD AND BROADWAY NOTABLES WILL ATTEND SCHARY-PREMINGER
DEBATE ON CLASSIFYING MOVIES IN "NATION'S FUTURE" ON NBC-TV

NBC Radio's "Monitor" to Broadcast Interviews

The debate between Dore Schary and Otto Preminger on NBC-TV's "The Nation's Future" Saturday, April 29 (9:30-10:30 p.m. EST) will have the appearance of a Hollywood film premiere, with scores of celebrities from the motion picture industry and the Broadway stage in the invited studio audience.

Schary and Preminger will speak on the question, "Should the Movie Industry Classify Its Films?" The debate will be held in New York Saturday, April 22, and will be recorded on tape for broadcast April 29. John K. M. McCaffery will be moderator.

Betty Furness, special feature editor for NBC Radio's "Monitor," will interview many of the guests attending the debate. These taped interviews will be presented on the NBC Radio Network Saturday, April 29.

The list of actors and actresses who will be in the studio audience includes Celeste Holm, Yvonne de Carlo, Cindy Wood, Rita Gam, Gypsy Rose Lee, Don Murray, Brad Dillman and Eddie Albert. Betty Comden and Adolph Green, authors of several hit shows, will attend, as will directors Edmond Levy and Joe Anthony and producers Jack Martin, Walter Wood, Arthur Cantor, David Susskind, Robert E. Griffith and Harold Prince.

(more)

United Artists Corporation will be represented by Robert Benjamin, chairman of the board, and Max Youngstein, vice president. Also present will be Harry Brandt, president of the Independent Theatre Owners Association, and Mario De Vecchi, U. S. distributor for Frederico Fellini films, including "La Strada," "Paisan," and the current "La Dolce Vita." Others will include Jay Emanuel, publisher of "The Motion Picture Exhibitor"; Mrs. Leroy Lewis, vice president of the Federation of Motion Picture Councils, and Louis Pesche of the New York State Board of Education's Division of Motion Pictures.

Among other organizations represented will be Cinema 16, the Museum of Modern Art Film Department, Protestant Motion Picture Council, Legion of Decency, American Jewish Committee, Schools Motion Picture Committee, Screen Actors Guild, National Board of Review of Motion Pictures, American Film Festival, National Congress of Parents and Teachers, Broadcasting and Film Commission of the National Council of Churches, Film Producers Association of New York, Seven Arts Center, General Federation of Women's Clubs, National Federation of Music Clubs, United Church of Christ, National Council of Women in the United States, and Staten Island Better Films Council.

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NBC-New York, 4/19/61

April 19, 1961

NBC WINS TWO OF SIGMA DELTA CHI'S THREE TV AWARDS
FOR 'DISTINGUISHED SERVICE IN JOURNALISM'

NBC has won two of the three television awards presented by Sigma Delta Chi for "distinguished service in journalism."

NBC News correspondent David Brinkley received an award for television newswriting. The award judges praised his "personalized and unique reportorial style" and singled out for special mention his reports during a visit to Japan last year.

NBC won a Sigma Delta Chi award for public service in TV journalism. The network was commended for "Sit-in," a special program examining the sit-in movement in Nashville, Tenn., presented in the "NBC White Paper" series.

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NBC TELEVISION NETWORK NEWS

NBC NEWS BROADCASTS FIRST TELEVISION PICTURES FROM HAVANA SINCE START OF INVASION

NBC News last night (April 18) presented the first television pictures from Havana since Cuba was invaded by rebel forces. Excerpts of a program on the Cuban station CMQ-TV in Havana were recorded by NBC and shown on the "Texaco Huntley-Brinkley Report" (NBC-TV, 6:45 p.m. EST).

The Cuban program opened with the voice of Premier Fidel Castro over a picture of a test pattern. This was followed by two representatives of the Cuban Labor Federation, in military uniforms, urging Cubans to support the Castro government, to stay on their jobs and to help defeat the invasion by "imperialistic" forces.

The program was picked up by a long range receiver in Naples, Fla. Using a mobile tape unit at Naples, NBC recorded key television broadcasts from Havana. The NBC unit will remain in Naples to transcribe other programs, including any messages that Castro may deliver to the Cuban audience during the invasion.

NBC News today received its first direct communication from one of its correspondents reporting from Cuba on the invasion. John Hlavacek, who was flown into Guantanamo naval base yesterday, reported that fires could be seen burning in the hills north of the base last night. He said the fires were believed to have been set by Castro forces to burn off the brush along the main East-West highway and thus prevent rebel forces from approaching the highway unseen.

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NBC-New York, 4/19/61

CREDITS FOR 'WHISPERING SMITH' ON NBC-TV NETWORK

Time: NBC-TV Network, Mondays (9-9:30 p.m. EDT), premiering May 8

Starring: Audie Murphy as Detective Tom Smith

With: Guy Mitchell as Detective George Romack and the late Sam Buffington (who died after several episodes had been filmed) as Chief John Richards.

Format: Police-mystery series set against a background of the Denver, Colo., police detective who, in the 1870s, became the first in the West to adopt methods of tracing and apprehending outlaws standard in modern criminology.

A Production of The Whispering Company in association with NBC-TV

Packaged by MCA-TV

Filmed at Revue Studios, Hollywood

Executive Producer: Richard Lewis

Co-Producers: Herbert Coleman and Willard Willingham

Directors and Writers: Various

Music by Richard Shores

Director of Photography: Bud Thackery

Editorial Supervisor: Richard G. Wray

Story Consultant: Borden Chase

Musical Supervision: Stanley Wilson

Costume Supervisor: Vincent Dee

Makeup by Jack Barron

Hair Stylist: Florence Bush

Film Editors: Various

Set Decorators: Various

Sponsors and Agencies: Various

NBC Press Representatives: Charlie Gregg (New York) and Doug Duitsman (Hollywood)

CAST AND CREDITS FOR 'YOUNG AT HEART,' STARRING JANE POWELL

Program: "Young at Heart," in music and
dance.

Date and Time: NBC-TV Network color broadcast
Friday, April 28 (10-11 p.m. EST).
(Pre-empts "Michael Shayne" this
date only.)

Starring: Jane Powell

Guest Stars: Gwen Verdon, Steve Lawrence, Casey
Stengel and special guest Art
Carney.

Produced by Robert Wells

Directed by Barry Shear

Written by Robert Wells and John Bradford

Choreographer: Tony Charmoli

Music Director: Richard Pribor

Orchestrations: Harry Zimmerman

Music Coordinator: Dave Saxon

Production Designer: Robert Kelly

Unit Manager: Sil Caranchini

Wardrobe: Ray Aghayan

Sponsor (and Agency): Pepsi Cola Company (through Batton,
Barton, Durstine & Osborn)

Origination: NBC Color studios, Burbank, Calif.

NBC Press Representatives: Kay Mulvihill (Hollywood) and
Leonard Meyers (New York)

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NBC-New York, 4/19/61

UNIT AND CREDITS FOR 'YOUNG AT HEART', STARRING LARA LORRAINE

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|------------------------|--|
| Program: | "Young at Heart," in color and black. |
| Date and Time: | SEC-TV network color broadcast Tuesday, April 22 (11:30 P.M. EST) (11:30-11:45 P.M. "Milk and Honey" Fall and Spring) |
| Director: | John Ford |
| Guest Stars: | Gene Lockhart, Bruce Bennett, Frank Carmichael and several others in cameo. |
| Produced by: | Robert Wise |
| Directed by: | Robert Wise |
| Written by: | Robert Wise and Sam Brown |
| Characterization: | Tom Brown |
| Music Director: | Samuel Taylor |
| Costume Designer: | John Brown |
| Production Designer: | John Brown |
| Unit Manager: | John Brown |
| Assistant: | John Brown |
| Special (and Agency): | John Brown (Agency) |
| Production: | John Brown (Agency) |
| Production Supervisor: | John Brown (Agency) |

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| CREDITS AND REVISED PROGRAM INFORMATION FOR 'DEAN MARTIN SHOW' |
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|----------------------------|--|
| Program: | "The Dean Martin Show" |
| Time: | NBC-TV Network color broadcast, <u>Tuesday, April 25</u> (10-11 p.m. EST) |
| Starring: | Dean Martin, with Tony Martin, Tina Louise and special guest Andy Griffith |
| Music director: | David Rose |
| Producer: | Alan Handley |
| Director: | Greg Garrison |
| Written by | Leonard Stern and Don Hinkley |
| Special Music by | Jack Brooks |
| Choreographer: | Ward Ellis |
| Art Director: | Spencer Davies |
| Costumes: | Grady Hunt |
| Sponsor (and Agency): | Procter and Gamble Company (through Benton and Bowles Inc.) |
| Origination: | NBC Color Studios, Burbank, Calif. |
| NBC Press Representatives: | Bill Faith (Hollywood) and Betty Lanigan (New York) |

REVISED PROGRAM INFORMATION

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| Opening: "Up a Lazy River"..... | Dean Martin, Andy Griffith and Tony Martin |
| "Pretty to Walk With"..... | Tina Louise and the Girls |
| (Not "Hey, Look Me Over" as previously announced) | |
| "I Could Write a Book"..... | Dean Martin |
| (Not "Just in Time" as previously announced) | |
| Comedy Scene: Backers' Audition..... | Andy Griffith |
| Production Number: "Let's Face the Music and Dance"..... | Tony Martin and Dancers |

(more)

2 - Revised Credits for 'Dean Martin Show'

Movie-About-Songwriters Sketch:

1. "Rock-A-Bye Your Baby".....Dean Martin
2. "Make Someone Happy".....Tony Martin
3. "I Know Someone".....Dean Martin and Andy Griffith

"From This Moment On".....Dean Martin

"There's No Tomorrow".....Tony Martin
(Not "Hooray for Love" as
previously announced)

"The Crawdad Song".....Andy Griffith
(Not "Tomorrow Morning"
as previously announced)

"They Didn't Believe Me".....Dean Martin
(Not "You Can't Love 'Em
All" as previously announced)

"Never on Sunday".....Tina Louise and
Entire Cast

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NBC-New York, 4/19/61

April 20, 1961

MEAD JOHNSON, SCHICK AND WARNER-LAMBERT TO SPONSOR 'WHISPERING SMITH'
WHEN SERIES BEGINS ON THE NBC TELEVISION NETWORK MONDAY, MAY 8

The Mead Johnson Company, the Schick Safety Razor Company division of Eversharp Inc., and the Warner-Lambert Pharmaceutical Company will sponsor "Whispering Smith" when it begins on NBC-TV Monday, May 8 (9-9:30 p.m. EDT), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Whispering Smith" stars Audie Murphy in the title role and singer Guy Mitchell in a dramatic role as Detective George Romack. The new series will present stories in authentic settings and will be set against the background of the Denver Police Department, first in the West to adopt methods of tracing and apprehending criminals which are standard in modern criminology.

The Mead Johnson purchase was placed through Kenyon & Eckhardt Inc.; the Warner-Lambert order through Lambert & Feasley Inc., and the Schick purchase was through Compton Advertising Inc.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

April 20, 1961

AWARD-WINNING NBC HISTORY AND INFORMATION FILMS MADE AVAILABLE
TO SCHOOLS AND LIBRARIES THROUGH PLAN OF NBC ENTERPRISES,
MCGRAW-HILL, AND ENCYCLOPAEDIA BRITANNICA FILMS

More than 40 of NBC's award-winning historical and informational films have been made available to schools, colleges and film libraries throughout the United States as the result of an arrangement made by Alfred R. Stern, Vice President, NBC Enterprises; the McGraw-Hill Publishing Company and Encyclopaedia Britannica Films.

The films, in 16 millimeter, are from NBC-TV's highly acclaimed "Project 20" unit: "The Twisted Cross," "Nightmare in Red," "Three-Two-One Zero," "Meet Mr. Lincoln," and "Mark Twain's America," as well as 38 episodes of the network's "Wisdom" series, which consist of informal interviews with such leading world figures as Bertrand Russell, Carl Sandburg, the late Frank Lloyd Wright and many others.

Soon to be released under the arrangement are a number of news and public affairs programs, including the Peabody Award-winning "NBC White Paper" series and "The David Brinkley Special: Our Man in Hong Kong."

Application for the use of these films can be made directly to McGraw-Hill Publishing Company or Encyclopaedia Britannica Films, both in New York City.

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April 20, 1961

FULL TEXT OF ADENAUER INTERVIEW ON 'MEET THE PRESS'
IS ENTERED IN 'CONGRESSIONAL RECORD'

The full text of an interview with West German Chancellor Konrad Adenauer on NBC's "Meet the Press" has been entered in the Congressional Record.

Senator Thomas J. Dodd (D.-Conn.) told the Senate that Adenauer's appearance on "Meet the Press" Sunday, April 16, "gave the American people a fine opportunity to observe this great man who is rightly called the architect of modern Germany."

"Chancellor Adenauer reaffirmed the determination of his country to stand with the United States in firmly resisting Communist aggression," Senator Dodd said. "Because of the important views on a number of issues expressed during this program by the Chancellor, I ask unanimous consent that the transcript be printed at this point in the Record."

("Meet the Press" is broadcast on the NBC-TV Network in color 6 p.m. EST; on NBC Radio except WNBC at 6:30 p.m. EST; WNBC time 6:35 p.m. EST.)

JAN MURRAY WINS N.Y. NEWSPAPER GUILD'S
PAGE ONE AWARD AS "TV'S OUTSTANDING
DAYTIME PERSONALITY OF 1961"

Jan Murray, star of "The Jan Murray Show" color broadcasts, has been named winner of the New York Newspaper Guild's Page One Award as "Television's Outstanding Daytime Personality of 1961." Murray will receive the award at the New York Chapter's annual Page One Ball at New York's Hotel Astor Friday night, April 28. "The Jan Murray Show" is color broadcast Monday through Friday (2-2:30 p.m. EST).

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NBC-New York, 4/20/61

April 21, 1961

TVQ SURVEY SHOWS 'BONANZA,' 'SING ALONG WITH MITCH' AND 'WAGON TRAIN'
AS THE THREE PROGRAMS ON TV MOST LIKELY TO PLEASE THE MOST PEOPLE

"Bonanza," "Sing Along with Mitch" and "Wagon Train" -- all full-hour shows on NBC-TV -- are the three programs on television most likely to please the most people...old, young, rich and poor, in big cities and small.

At least that's the way the TvQ Division of the Home Testing Institute in Port Washington, N. Y., sees it.

In the latest survey of TvQ, which tests the national opinion of viewers in all age, income and population groups, "Bonanza" came out on top in eight of the 14 categories to lead what TvQ calls its "attitude" sweepstakes.

"Sing Along with Mitch" led in five of the remaining six classifications, with "Bonanza" a close second in four. "Wagon Train" finished second or third in nine groups.

"Bonanza," co-starring Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon, is a Western-adventure series which deals with family life on a Nevada ranch in the 1870s.

TvQ scores are gathered each month from national cross-section panels of 1,000 families. The breakdown and top grouping in each category follows:

(more)

TvQ 'TOP 15' PROGRAMS

TOTAL AUDIENCE

1. Bonanza (NBC)
2. Sing Along with Mitch (NBC)
2. Wagon Train (NBC)
4. Andy Griffith (CBS)
4. Real McCoys (ABC)
4. Red Skelton (CBS)

CHILDREN 6-11 YEARS OLD

1. The Flintstones (ABC)
2. Bugs Bunny (ABC)
3. Dennis the Menace (CBS)
4. Matty's Funday Funnies (ABC)
5. National Velvet (NBC)
5. Walt Disney Presents (ABC)
(Bonanza ran 7th)

TEENAGERS 12-17 YEARS OLD

1. Bonanza (NBC)
2. My Three Sons (ABC)
2. Route 66 (CBS)
4. 77 Sunset Strip (ABC)
4. Surfside Six (ABC)

YOUNGER ADULTS 18-34 YEARS OLD

1. Bonanza (NBC)
2. Wagon Train (NBC)
3. The Untouchables (ABC)
4. Andy Griffith (CBS)
5. Sing Along with Mitch (NBC)

MIDDLE-AGED ADULTS 35-49 YEARS OLD

1. Sing Along with Mitch (NBC)
2. Bonanza (NBC)
3. Wagon Train (NBC)
4. Red Skelton (CBS)
5. Andy Griffith (CBS)
5. Candid Camera (CBS)
5. Real McCoys (ABC)

OLDER ADULTS 50 YEARS AND OVER

1. Sing Along with Mitch (NBC)
2. Lawrence Welk Show (ABC)
3. Perry Mason (CBS)
4. CBS Reports (CBS)
5. Wagon Train (NBC)
(Bonanza ran 8th)

(more)

TOP 15 PROGRAMS -- BY INCOME
(Under \$5,000)

1. Bonanza (NBC)
2. Wagon Train (NBC)
3. Andy Griffith (CBS)
4. Real McCoys (ABC)
5. Sing Along With Mitch (NBC)

(\$5,000-\$7,999)

1. Sing Along With Mitch (NBC)
2. Bonanza (NBC)
3. Wagon Train (NBC)
4. Perry Mason (CBS)
4. Winston Churchill (ABC)

TOP 15 PROGRAMS -- BY MARKET SIZE
(Over 2,000,000)

1. Sing Along With Mitch (NBC)
2. Bonanza (NBC)
3. The Flintstones (ABC)
4. Red Skelton (CBS)
5. Untouchables (ABC)
5. Wagon Train (NBC)

(500,000-2,000,000)

1. Sing Along With Mitch (NBC)
2. Bonanza (NBC)
3. Red Skelton (CBS)
3. Untouchables (ABC)
3. Wagon Train (NBC)

(50,000-499,999)

1. Bonanza (NBC)
2. Wagon Train (NBC)
3. Sing Along With Mitch (NBC)
4. Rawhide (CBS)
5. Gunsmoke (CBS)

(Under 50,000)

1. Bonanza (NBC)
2. Andy Griffith (CBS)
3. Sing Along With Mitch (NBC)
3. Wagon Train (NBC)
5. Rawhide (CBS)
5. Real McCoys (ABC)

(RURAL)

1. Bonanza (NBC)
2. Wagon Train (NBC)
3. Real McCoys (ABC)
4. Andy Griffith (CBS)
5. National Velvet (NBC)

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CLOSED-CIRCUIT TV HOUR FOR NATIONAL HOMES ASSOCIATION'S DEALERS
AROUND U.S. PRESENTED FROM GROUP'S HOME OFFICE BY NBC TELESales

A closed-circuit TV hour for dealers of the National Homes Association around the country was presented by NBC TeleSales on April 15.

The production required only one week from its inception to completion and was produced by Hugh Branigan, NBC TeleSales producer-salesman, in Lafayette, Ind., home office of National Homes.

James R. Price, Chairman of the Board of the homes fabricating company, presented the firm's complete line of homes to dealers in other cities. A progress report and the company's new incentive plan were also featured.

A special studio for the production was set up in National Homes' administration building for the hour-long closed circuit, which was broadcast for both in-station and large-screen viewing. It was directed by John Dorsey, WNBC-TV director.

Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis advertising agency, represented National Homes. John Merkel was account executive and Charles Golling, TV-radio director.

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NBC-New York, 4/21/61

'NBC WHITE PAPER' PROGRAMS WIN SIX MAJOR AWARDS IN FOUR WEEKS

"NBC White Paper," NBC-TV Network documentary series, has won six major awards in four weeks. The awards are the Polk Award, the Flaherty Award, the Peabody Award, the Overseas Press Club Award, the Saturday Review Award and the Sigma Delta Chi Award.

The Polk Award, established by Long Island University for "significant achievement in journalism," was presented for "Sit-In," one of the "NBC White Paper" series. It was the only Polk Award presented for television or radio. "Sit-In" was again chosen as the only network film award-winner among the three winners of the Robert J. Flaherty Awards for "outstanding creative achievement" in documentary films. It was presented by City College of New York.

"The U-2 Affair," another program in the "NBC White Paper" series, was named as the best radio or TV interpretation of foreign affairs in the Overseas Press Club Award citation.

The Peabody Award named "NBC White Paper" for its "distinguished contribution to television education." It also praised executive producer Irving Gitlin's "vigorous reporting with keen analysis in depth...certain to stimulate reflection and serious thinking among viewers."

Six "White Paper" programs have been scheduled for the Fall season, according to Irving Gitlin, executive producer. One more is still to be presented during the current season (Thursday, May 25, 10-11 p.m. EDT.)

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NBC-New York, 4/21/61

NBC TELEVISION NETWORK NEWS

April 21, 1961

'MERRILY WE ROLL ALONG'

"Project 20" to Produce Full-Hour NBC-TV Special on Nation's
Love Affair with Automobile for "DuPont Show of Week"

America's love affair with the automobile will be the subject of a new full-hour NBC-TV Special Projects program, "Merrily We Roll Along," to be produced for presentation on "The DuPont Show of the Week" early next season.

Donald B. Hyatt, Director of NBC Special Projects and producer-director of "Project 20," announced the start of production today.

"Basically, this will be an entertainment show, not a sociological document on the car," Hyatt said. "The impact of the automobile on America has been far-reaching, and we'll portray some of the large-scale changes it has brought about. But our approach will be more from the pleasure it has given the American people -- a personalized approach."

Robert Bendick, who joined NBC Special Projects early this year, will be the producer. Phil Reisman Jr., whose script for the recent "Project 20" production of "The Real West" won high critical praise, will write the script for "Merrily We Roll Along." Robert Russell Bennett will compose and conduct an orchestral score.

The program will draw on historic film -- from Detroit, from Hollywood, from newsreel archives and other sources, Hyatt said -- and will employ newly-made film as well as newly-staged production numbers featuring songs and vaudeville routines about cars.

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'EDGAR' AWARD OF MYSTERY WRITERS GOES TO AUDREY AND WILLIAM ROOS
FOR ADAPTING 'THE BURNING COURT' ON NBC-TV 'DOW HOUR' LAST YEAR

Audrey and William Roos, adapters of "The Burning Court" for the NBC-TV broadcast of "Dow Hour of Great Mysteries," were given the "Edgar" award by the Mystery Writers of America at dinner in New York April 21. The TV drama was broadcast Sunday, April 24, 1960, starring Barbara Bel Geddes and George C. Scott. Robert Saudek Associates produced the program.

In the presentation, the Mystery Writers said, "We are happy to present our highest award, the 'Edgar,' to Audrey and William Roos, adapters of the novel, 'The Burning Court,' by John Dickson Carr, and presented as a one-hour television program on the 'Dow Hour of Great Mysteries.'"

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NBC-New York, 4/21/61

NBC TRADE NEWS²-X-H

April 24, 1961

WARNER-LAMBERT BUYS SPONSORSHIP IN THREE
NBC-TV SHOWS FOR 1961-62

The Warner-Lambert Pharmaceutical Company has purchased sponsorship in three programs on NBC-TV during 1961-62 -- "Tales of Wells Fargo," "Captain of Detectives" and "87th Precinct," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Tales of Wells Fargo" will become a full-hour show and will move to Saturdays (7:30-8:30 p.m. NYT) beginning in the Fall. Dale Robertson will continue as star of the Western adventure series.

"Captain of Detectives," starring film star Robert Taylor, will start on NBC-TV in September on Fridays (8:30 to 9:30 p.m. NYT).

"87th Precinct," the new NBC-TV series based on the best-selling Ed McBain books, will be broadcast on Mondays (9-10 p.m. NYT) next season.

Warner-Lambert Pharmaceutical Company previously has purchased sponsorship of "Dr. Kildare" and "Whispering Smith." The latter premieres on May 12. The orders were placed through Lambert & Feasley Inc.

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April 24, 1961

NBC NEWS SPECIAL PROGRAM TO FOCUS ON 'THE ASTRONAUTS'

Three Men Preparing for First U.S. Manned
Space Flight Will Be Interviewed

"The Astronauts," a special program reporting on the three men preparing for America's first manned space flight expected soon in a launching from Cape Canaveral, Fla., will be presented on the NBC-TV Network Sunday, April 30 (7-8 p.m. EDT).

The NBC News program will be narrated by Frank McGee, produced by Chet Hagan and directed by Robert Priaulx. It will be presented as the 13th "NBC Special News Report" to be sponsored this year by the Gulf Oil Corporation.

The program will include interviews with astronauts John H. Glenn Jr., Virgil I. Grissom and Alan B. Shepard Jr., one of whom will be selected for the space flight down the Atlantic missile range in the capsule of a Mercury Redstone rocket. The interviews, conducted by McGee, will explore the personal qualities of the Astronauts -- to learn why they sought their assignment, why they were chosen for it and how they react to the hazards of the experiment. There also will be interviews with their associates and friends to shed further light on the nation's space pioneers.

A film report will deal with the exhaustive tests and training undergone by the astronauts to prepare them for the experiment. Other reports, by NBC News correspondents Robert Abernethy and Herb Kaplow, will examine the activity around Cape Canaveral and nearby Cocoa Beach as the launching date nears.

NBC COLOR TELEVISION NEWS



'THE RENEGADE,' CIVIL WAR DRAMA SET AGAINST BACKGROUND
OF FIRST BULL RUN BATTLE, TO BE BROADCAST IN COLOR
STARRING STEVE COCHRAN AND RICHARD NEY

Steve Cochran and Richard Ney are stars of "The Renegade," a special Civil War dramatization set against an authentic backdrop of the first Battle of Bull Run, to be broadcast in color on the NBC-TV Network Tuesday, May 9 (10 to 11 p.m. EDT).

Written and produced by John Lee Mahin and Martin Rackin, "The Renegade" was directed by Rudolph Mate and was filmed in color at MGM-TV Studios in Hollywood.

As a pair of impressed British seamen who jump ship in Baltimore and are plunged into the cross-currents and confusion of the war's opening months, Cochran is cast as Rory O'Neil, a destitute former Irish independence leader, and Ney as Bertie Smythe, an English adventurer born to wealth. Jack Warden is featured as H. P. Daggett, an unscrupulous war profiteer, and Constance Towers as Daggett's fiancée, Felicia.

In the storyline for "The Renegade," O'Neil, Smythe and Daggett become involved in a plot to make a quick fortune out of the war. But their plan is thwarted as retreating Union soldiers stampede the throng which had driven down from Washington to watch the war's first battle.

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NBC-New York, 4/24/61

April 24, 1961

'ARE LABOR UNIONS TOO POWERFUL?'

James R. Hoffa And Arthur H. Motley Will Debate Topic
On "The Nation's Future" Broadcast of Saturday, May 6

James R. Hoffa, general president of the International Brotherhood of Teamsters, and Arthur H. ("Red") Motley, president and publisher of Parade Publications Inc. and president of the U. S. Chamber of Commerce, will have "Are Labor Unions Too Powerful?" as their topic when they debate on NBC-TV's "The Nation's Future" Saturday, May 6 (9:30-10:30 p.m. EDT).

The debate will be held before an invited studio audience in New York Friday, April 28, and will be recorded on tape for broadcast May 6. John K. M. McCaffery will be moderator. Motley will take the affirmative position and Hoffa will present the negative case.

Hoffa, who heads the largest and most influential labor union in the country, led his first strike and plunged into the labor movement when he was 17. Acting as spokesman for a group of warehouse workers, he demanded a pay raise, better working conditions and an insurance plan. Threatened with the loss of a perishable cargo, management gave in within an hour. Hoffa had rammed through the first of hundreds of contracts he was to obtain in his career.

After receiving the charter for Teamsters Local 674, he was permitted in 1933 to join his forces with the debt-ridden Local 299. Those were tough times for labor. During Hoffa's organizing drive, the union's automobiles were bombed, its offices were ransacked and street fights were common. Hoffa was jailed 18 times within 24 hours for picketing during a strike in 1939.

(more)

Hoffa, representing Local 299 and Joint Council 43, organized the car haulers in Detroit and was named chairman of the negotiating committee of the Central States Drivers Council. He also led organization efforts for the Michigan Conference -- the pilot model for many IBT state-wide conferences -- and was elected its president. In 1946 he was elected president of Joint Council 43.

Meanwhile he continued to hammer out improvements for Local 299, which today has more than 16,000 members, 800 contracts and a net worth of over \$2,000,000. In 1948 Hoffa was appointed one of three International trustees. Four years later he was elected ninth vice president of the IBT.

Hoffa, at the age of 44, became general president of the IBT Oct. 4, 1957. In this capacity he is the chief administrative and executive officer of an organization with more than 1,700,000 members in nearly 1,000 locals in the U. S., Puerto Rico and Canada.

Hoffa's career as president of the IBT has been stormy in recent years. He has appeared before several Congressional investigating committees -- including the Senate Committee to Investigate Improper Activities in Labor-Management Relations -- to answer accusations of violations of labor ethics.

Motley's success in publishing rivals Hoffa's in the labor movement. A salesman since his youth, he worked his way through the University of Minnesota, receiving a B. A. degree and a Phi Beta Kappa Key. After a number of business ventures, he joined the Crowell-Collier Publishing Company as an advertising space salesman in 1928. In the next 18 years he rose to the position of vice president and director of the company and publisher of the American Magazine.

(more)

NBC TELEVISION NETWORK NEWS

April 24, 1961

THEATRE'S SIGNIFICANCE AS MIRROR OF GREAT RECURRENT THEMES TO BE EXPLORED IN FOUR "CATHOLIC HOURS" WITH NOTED ACTORS

The significance of theatre through the ages as a mirror of great recurrent themes will be explored in a series of four weekly broadcasts of "The Catholic Hour" on the NBC-TV Network starting Sunday, May 7 (1:30-2 p.m. EDT).

An outstanding Broadway cast, including Sam Wanamaker and Mildred Dunnock, will be featured in the first broadcast, devoted to scenes from "Oedipus Rex" of Sophocles and "The Sign of Jonah" by Pastor Guenter Rutenborn.

Scenes from both classical and modern drama -- from Sophocles to Ibsen to Ugo Betti -- will illustrate, in successive weeks, man's relationship to God, man's relationship to man, man and love, and man and the devil. Each broadcast will focus on a single theme as seen by two playwrights, one classical and one contemporary.

Host and commentator for the series, "Theatre Past and Present," will be the Rev. John Walsh, S. J., director of drama at Marquette University. An NBC Public Affairs presentation, it will be produced in cooperation with the National Council of Catholic Men.

The paired dramas on the first broadcast Sunday, May 7, will both illustrate "The Theatre and God." The "Oedipus Rex" scene will be that in which Oedipus asks Tiresias to help him find the guilty man, whose crime is bringing plague to the city, and is told that he himself is the guilty one. Sam Wanamaker will portray Oedipus, and Lester Rawlins will be Tiresias.

(more)

2 - "Catholic Hour"

Man's defiance of God and the rejection of human guilt also will be depicted in the nine-character climactic scene from "The Sign of Jonah." This play, by a contemporary Lutheran clergyman, grew out of World War II and the issue of the German nation's guilt for crimes against humanity. In the climactic scene, the characters absolve man of guilt, accuse God of guilt for the crimes, and condemn Him to become a man. Prominent in the cast will be Mildred Dunnock, Bramwell Fletcher, Gerry Jedd, Herbert Voland and Barnard Hughes.

Scenes from "The Duchess of Malfi," by John Webster, and "The Queen and the Rebels," by Ugo Betti, will illumine "The Theatre and Man" Sunday, May 14. Episodes from Ibsen's "Peer Gynt" and James Costigan's "Little Moon of Alban" will document "The Theatre and Love" Sunday, May 21. Depicting "The Theatre and the Devil" Sunday, May 28, will be selections from "The Temptation of Eve," from the Coventry Medieval Cycle, and "The Righteous Are Bold," by Frank Carney.

Doris Ann produces "The Catholic Hour" for NBC, and Martin H. Work and Richard J. Walsh for the National Council of Catholic Men. Martin Hoade is the director.

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NBC-New York, 4/24/61

NBC TELEVISION NETWORK NEWS

April 21, 1961

"MAY DAY IN MOSCOW," NBC NEWS TV SPECIAL, WILL OFFER
SAME-DAY VIEWING IN U.S. OF COVERAGE OF REDS' PARADE
- - -
Pickup in London to Be Taped and Flown to New York

"May Day in Moscow," a special program presenting same-day television tape coverage of the traditional Soviet display of military power, will be presented on the NBC-TV Network Monday, May 1 (9 to 9:30 p.m. EDT).

NBC News will present the first such coverage of the Russian May Day parade in cooperation with the British Broadcasting Corporation. The parade will be televised live in Moscow and will be transmitted to London on a special BBC hookup. In London, the live signal will be converted to U. S. television standards and recorded on tape, which will be flown to New York for broadcast in the U. S.

The NBC program will feature correspondent Frank McGee as anchorman in New York. A special commentary on the military significance of the parade, which Western observers watch with interest each year, will be provided by a U. S. military authority to be announced. The program will be produced by Chet Hagan and directed by Robert Priaulx.

The coverage in Moscow will be narrated by BBC correspondent Richard Dimbleby and will be produced by Noble Wilson. The special hookup, which was used experimentally to cover the Moscow reception of Soviet cosmonaut Yuri Gagarin, is supervised by Peter Dimmock, director of outside broadcasts for BBC, and Alan Roberts, BBC engineer.

The program will be introduced in a segment to be recorded in Moscow by NBC News correspondent John Chancellor.

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NBC NEWS COVERS 'THE TROUBLE SPOTS' IN TV SPECIAL

NBC News presented a triple-feature special, "The Trouble Spots," Saturday, April 22 from 10 to 10:30 p.m. EST, on the NBC-TV Network. It dealt with the invasion of Cuba, President Kennedy's conference with former President Eisenhower on the situation in Cuba, and the new military crisis in Algeria.

Featured in the program were first films of the fighting in Cuba as well as scenes of an entertainment show on Cuban TV in which the emcee and some performers were armed with rifles. These films were picked up over the air from Cuba by NBC monitors in Naples, Florida.

NBC correspondent Frank McGee was narrator. Other NBC Newsmen who participated in the program were Ray Scherer, in Washington; Wilson Hall, in Miami, just back from Guatemala; Herb Kaplow, in Miami; Pauline Frederick, at the United Nations in New York; John Rich, in Paris and Ed Newman, in New York.

This NBC Special News Report was sponsored by the Gulf Oil Corp. Chet Hagan was the producer.

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FOUR NBC-TV PROGRAMS ARE WINNERS OF SATURDAY REVIEW AWARDS
'FOR DISTINGUISHED ACHIEVEMENT IN THE PUBLIC INTEREST'

Four NBC television programs have won awards in the Saturday Review's 1961 competition for "distinguished achievement in the public interest."

The NBC award-winners are "The Texaco Huntley-Brinkley Report," "The Great Debate," the "NBC White Paper" series and the "NBC Opera Company."

In addition, five NBC programs were cited as runners-up in the close voting of the awards committee. They are "Macbeth" on the "Hallmark Hall of Fame," "The Shari Lewis Show," "Watch Mr. Wizard," "Destiny's Tot" and "The Sacco-Vanzetti Story."

The judges declared that the NBC News team of Chet Huntley and David Brinkley "has continued to perform responsibly at a general level much above what passes for news coverage elsewhere." They also praised "NBC's intelligent and comprehensive coverage of the national political conventions and the subsequent Presidential campaign" and commended Pauline Frederick, NBC News correspondent at the United Nations, for her "informed, authoritative and skillfully concise" reports.

The award for "The Great Debate" praised NBC and other TV networks for "a trail-blazing contribution of historic proportions to American political life, in which the television industry provided both leadership and facilities with a high sense of national purpose and public responsibility."

(more)

2 - Saturday Review Awards

The judges commended the "NBC White Paper" series and the sponsoring United States Time Corporation, maker of Timex watches, for a "significant new effort to present the thoughtful listening public with a series of searching inquiries into developments directly involving America's moral ability to provide world leadership; for the high purpose realized in two dramatic telecasts, 'The U-2 Affair' and 'Sit-in.'"

The "NBC Opera Company" won praise for "original and tasteful presentation of opera to a mass audience, a splendid achievement in meeting the cultural responsibilities of a great medium of public communication; for the noteworthy presentation of 'Don Giovanni.'"

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NBC-New York, 4/24/61

GEORGE MONAHAN, ORGANIZER OF NBC POLICE IN N.Y., IS DEAD

A requiem Mass for George Monahan, 74, organizer and first chief of the National Broadcasting Company special police in New York, will be offered Wednesday, April 26, at 10 a.m. in Sacred Heart Church, New Rochelle, N. Y.

Mr. Monahan, a consultant on police matters to NBC and the Radio Corporation of America since his NBC retirement in 1953, died late Saturday in New Rochelle Hospital. He was a first grade detective on the New York police force when, in 1939, he retired to organize the NBC special police and served as the company's chief security officer at a time when the RCA Building in New York City was a communications hub of America's war effort.

As a New York City police detective, Monahan served as aide to four police commissioners, worked on numerous cases, including the Lindbergh kidnapping, and directed the bodyguard force in New York City for President Franklin D. Roosevelt during the latter's first two terms in office.

A combat-decorated veteran of World War I, Monahan served in France with the Third Cavalry Division. He was a resident of 274 Bedford Avenue, Mount Vernon, N. Y., and is survived by his wife, Florence; a son, James W.; two grandchildren; a brother, James and a sister, Mrs. Irma Driscoll.

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NBC-New York, 4/24/61

NBC TRADE NEWS

April 25, 1961

SEVEN-UP COMPANY BUYS SPONSORSHIP IN FULL-HOUR
'CARNIVAL TIME' SERIES ON NBC-TV NETWORK

The Seven-Up Company has purchased sponsorship in the new full-hour weekly series, tentatively titled "Carnival Time," which will start on NBC-TV Sept. 15 (Fridays, 7:30 to 8:30 p.m. NYT), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

A new approach to spectacle entertainment on TV, the new series will feature circuses, ice shows, aquatic and magic shows, according to David Levy, Vice President, Programs and Talent. The shows will be produced on tape as they are presented before European audiences in various cities, Mr. Levy said.

Lawrence White, producer of the Timex All-Star Circus and the All-Star Jazz shows, will be executive producer and packager of "Carnival Time." Already scheduled are 10 circuses, four ice shows, two magic shows and a Lilliputian show. Among shows already signed to appear in the series are the Vienna Ice Show, to originate from Amsterdam; the Circus Schumann from Copenhagen; the Circus Togni from Italy, and the Kalanag International Magic Show from Germany.

The Seven-Up purchase was made through the J. Walter Thompson Company.

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JOEY BISHOP TO BE EMCEE OF NEW YORK-ORIGINATED
PORTION OF 'EMMY AWARDS' SHOW

Comedian Joey Bishop will be emcee for the New York-originated portion of NBC-TV's "Emmy Awards" show Tuesday, May 16 (NBC-TV Network, 10-11:30 p.m. EDT). As previously announced, Dick Powell will be host and emcee for the Hollywood-originated portions of the annual presentation of awards by the National Academy of Television Arts and Sciences.

Bishop is a frequent visitor to "The Jack Paar Show," on which he has often served as host. He has been equally successful as a nightclub comedian and has played comedy roles in several motion pictures.

Bob Henry is the over-all producer-director for the 13th annual "Emmy Awards" show.

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NBC-New York, 4/25/61

NBC'S PAULINE FREDERICK WINS McCALL'S TOP GOLD MIKE AWARD FOR
"AUTHORITATIVE COVERAGE OF U.N. IN ITS MOST CRITICAL YEAR"

Pauline Frederick, NBC News' United Nations correspondent, has won the top Gold Mike Award presented by McCall's magazine for her "authoritative coverage of the UN in its most critical year."

The magazine singled out for special praise Miss Frederick's coverage of the UN in July, 1960, when the Security Council was called into emergency session to discuss the Congo crisis. Her reports were inserted in the NBC News coverage of the Democratic national convention.

"With a cool, experienced perception, Pauline Frederick single-handedly began an around-the-clock coverage of the Congo as it developed into the year's most explosive news story," McCall's said. "Her cuts into convention proceedings came on the night of the nomination of John Kennedy. Until 3:20 in the morning, Miss Frederick kept NBC's convention audience alerted to developments. It was the hard-won pinnacle of her career and for all women radio and television news reporters."

"Through a career of honest news reporting, she has won the admiration and respect of the United Nations personnel, from Secretary-General Hammarskjöld through the diplomatic corps, her fellow reporters, secretaries, maintenance workers and guards," the magazine said. "Miss Frederick has achieved a position of respect and accomplishment never before achieved by a woman radio-television reporter."

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NBC-New York, 4/25/61

NEW FACES FOR 'TODAY GIRL' FEATURE

NBC-TV's "The Dave Garroway Today Show" will rotate personalities in the "Today Girl" spot beginning Monday, May 1 when Patricia Scott, a leading fashion model and television performer, will join Dave Garroway and Jack Lescoulie at the "desk" for a two-week period.

Producer Fred Freed said the succession of new faces on the program is intended to give it a fresh and different look. "Just as we have repeatedly revamped the show to insert late-breaking news developments, and in some cases have substituted an entirely new show at air time," he said, "so we will present this new talent as another means of breaking out of a routine and keeping 'Today' lively and stimulating."

Each person chosen for the "Today Girl" assignment will appear on the program for two weeks. Miss Scott, a statuesque blonde, has been a model for the past four years and has done TV commercials. In addition to her career, she manages a home in Kew Gardens, Long Island, N. Y., where she lives with her two daughters and son.

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NBC-New York, 4/25/61

NBC BROADCASTS FIRST TV PICTURES OF UNSUCCESSFUL
FIRING OF MERCURY ATLAS MISSILE

The first television pictures of the unsuccessful firing of a Mercury Atlas missile in an attempt to put an unmanned capsule into space were carried on the NBC-TV Network today (Tuesday, April 25) 11:31-11:35 a.m. EST.

The television tape of the firing showed the missile rising from its launching pad, then exploding with a burst of smoke and flame high in the air. It also showed the ejected space capsule parachuting to earth.

The special NBC News report was narrated by correspondent Edwin Newman. The coverage at Cape Canaveral, Fla., was provided by an all-network pool formed to cover the first U. S. attempt to launch a man into space.

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NBC-New York, 4/25/61

NBC COLOR TELEVISION NEWS



ADDITION TO NBC-TV COLOR BROADCAST SCHEDULE FOR MAY

Tuesday, May 9

10-11 p.m. -- "The Renegade," a Civil War drama starring Steve Cochran and Richard Ney, with Jack Warden and Constance Towers.

NBC-New York, 4/25/61

CAST AND CREDITS FOR JERRY McNEELY'S "THE JOKE AND THE VALLEY"

Live Color Broadcast on NBC-TV's "Hallmark Hall of Fame"

Friday, May 5 (8:30-10 p.m. EDT)

DEAN STOCKWELL

THOMAS MITCHELL

and

Guest Star

Keenan Wynn

in

'The Joke and the Valley'

An original play for television

by

Jerry McNeely

Scenery by

Warren Clymer

Costumes by

Noel Taylor

Associate Producer

Robert Hartung

Produced and Directed by

George Schaefer

"Song of the Valley"

Music by Jerry Bock

Lyrics by Jerry McNeely

Sung by Ken Carson

Background Music Composed and
Conducted by

Tony Mottola

Sponsor:

Hallmark Cards Inc.

Agency:

Foote, Cone and Belding

Origination:

Live from NBC Color Studios, Brooklyn

NBC Press Representative:

Noreen Sherlock, New York

* * *

THE CAST

| | | |
|----------------------|----|----------------|
| Dean Stockwell..... | as | Davis Tucker |
| Thomas Mitchell..... | as | Truman Winters |
| Keenan Wynn..... | as | Lambert Giles |
| Russell Collins..... | as | Ed Holt |
| Logan Ramsey..... | as | Andy |
| Mildred Trarer..... | as | Rosella |

(more)

THEY ARE GRATEFUL FOR THE SERVICE THEY HAVE DONE FOR THE NATION
GIVE THEM THE HONOR OF THE NATION
MAY 2 (1945) (1945)

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|----------------------|-------------------|
| Frank Tweddell..... | as Clyde Caldwell |
| Daniel F. Keyes..... | as Henry |
| June Prud'homme..... | as Mary Hedrix |
| Walter Neal..... | as Kenneth Hedrix |
| Leora Thatcher..... | as Lucille |

The Story

Davis Tucker (Dean Stockwell) a young wayfarer, wanders into a small town in the Midwest of the last century. The carefree townspeople, spurred on by Truman Winters (Thomas Mitchell) and the sheriff and judge, Lambert Giles (Keenan Wynn) play a cruel joke on the young man, but the jest backfires with startling repercussions.

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NBC-New York, 4/25/61

NBC TELEVISION NETWORK NEWS

April 26, 1961

NEW FRIDAY NIGHT SCHEDULE ON NBC-TV NETWORK

'One Happy Family' Returns May 12

"One Happy Family," a situation comedy series involving three generations of a family living under one roof, will return to the NBC-TV Network for the Summer starting Friday, May 12 (8-8:30 p.m. EDT). It will take the current time period of "Five Star Jubilee," which will move to 8:30 p.m. EDT, in a new Friday night schedule listed below.

Following is the NBC-TV Network Friday night Summer schedule starting May 12 (All Times EDT):

7:30-8 p.m. -- "Happy" (through Sept. 8).

8-8:30 p.m. -- "One Happy Family" (through Sept. 22).

8:30-9 p.m. -- "Five Star Jubilee" (Network except WNBC-TV
Color broadcast, through Sept. 22).

9-9:30 p.m. -- "The Lawless Years" (through Sept. 22).

9:30-10 p.m. -- "Westinghouse Playhouse Starring Nanette Fabray
and Wendell Corey" (through July 7).

10-11 p.m. -- "Michael Shayne" (through Sept. 22).

The "One Happy Family" series, which was presented on the network earlier this year, stars Dick Sargent, Jody Warner, Chick Chandler, Elisabeth Fraser, Jack Kirkwood and Cheerio Meredith. The first six Summer programs will be new episodes, and the remaining 12 shows will be repeat stories.

Miss Warner portrays vivacious Penny Cooper, recently married to Dick Cooper (Sargent), a brilliant but struggling meteorologist.

(more)

2 - 'One Happy Family'

After their marriage, the couple moved in "temporarily" with Penny's parents -- Barney Hogan (Chandler), her unsophisticated father who owns a plumbing supply company, and his exuberant wife, Mildred (Miss Fraser), a former dime store song plugger. Sharing the Los Angeles home are Mildred's parents, Charley Hackett (Kirkwood), operator of a cigar counter in the Hall of Records, and his whimsical, sports-minded wife Lovey (Miss Meredith).

"One Happy Family" is a Goodson-Todman production in association with NBC. It is created and produced by Al Lewis and Sid Dorfman and is filmed at Desilu Studios in Hollywood. The title song is by Harry Ruby, with music for the series by Jeff Alexander.

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NBC-New York, 4/26/61

NBC TELEVISION NETWORK NEWS

April 26, 1961

Attention, Sports Editors

TOUGH LINKS LAYOUT FOR TOP GOLFERS

- - -

NBC-TV to Televisе Windup of Tournament of Champions

The Desert Inn Country Club golf course in Las Vegas, Nev., where the windup of the ninth annual Tournament of Champions will be televised by NBC-TV Sunday, May 7 (5-6 p.m. EDT), is considered to be one of the toughest links layouts in the country.

The par 72 course is flat with no hills to hit over, but strong desert winds make play very tricky. It also is one of the longest courses on the tournament circuit -- 7,073 yards -- and nearly every fairway is lined on both sides with olive trees.

In covering the tournament for the fifth straight Spring, NBC-TV will use six television cameras to pick up action at the 16th, 17th and 18th holes. Sportscasters will be Lindsey Nelson and Jim Simpson.

NBC Radio's "Monitor '61" also will cover, with a total of six five-minute broadcasts by Len Dillon on Saturday and Sunday, May 6 and 7.

Only golfers who have captured at least one major tourney during the past year will compete in the Tournament of Champions starting May 4. The prize money totals \$42,000, with 10,000 silver dollars going to the winner.

(more)

2 - Golf

Here is a brief description of the three concluding holes on which television viewers will see such golf champions as Masters victor Gary Player, National Open titleholder Arnold Palmer and one of golf's all-time greats, Sam Snead:

No. 16 -- 163 yards, par 3. Tee shot travels over water to terraced green. Traps surround the green.

No. 17 -- 406 yards, par 4. Lake on right and pair of traps on left are likely to catch errant tee shots and may influence long hitters to use something other than a driver from the tee. Green trapped on both sides.

No. 18 -- 432 yards, par 4. Water hazard on right makes this hole a slight dogleg to right. Contestant will cut off as much of water as he desires to "carry" with tee effort. Fine finishing hole with undulating green trapped on both sides.

* * *

(more)

CREDITS FOR TOURNAMENT OF CHAMPIONS COVERAGE ON NBC-TV

Date and Time: NBC-TV Network, Sunday, May 7, 5 to 6 p.m.
EDT.

Program Coverage: Play at the final three holes of the ninth annual Tournament of Champions golf classic at Desert Inn Country Club in Las Vegas, Nev. This is fifth straight year that NBC-TV is covering the tourney windup. Six TV cameras will be used for the coverage.

Facts on Course: Desert Inn is 7,073-yard, par 72 course.
Holes being televised are:
No. 16 -- 163 yards, par 3.
No. 17 -- 406 yards, par 4.
No. 18 -- 432 yards, par 4.

Commentators: Lindsey Nelson at 18th hole, Jim Simpson at 17th hole.

Producer: Perry Smith.

Director: Harry Coyle.

Technical Director: Don LaDuke.

Technical Supervisor: Ralph Clements.

Unit Manager: Lloyd Bockhaus.

Sponsors (and Agencies): Wilson Sporting Goods Company (Campbell-Mithun Inc.) and Kemper Insurance Companies (Clinton E. Frank Inc.).

NBC Press Representatives: Bob Goldwater (New York) and Doug Duitsman (Hollywood).

* * *

NBC Radio Network's "Monitor '61" will cover the Tournament of Champions Saturday and Sunday, May 6 and 7, with three five-minute pickups each day. Len Dillon will report. Broadcast times will be announced.

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NBC-New York, 4/26/61

RED SKELTON TO LAMPOON EMMY WINNERS

Red Skelton will lampoon in pantomime various Emmy winners and their reactions -- before and after they receive their coveted statuettes -- in one of the entertainment sequences on the 13th annual "Emmy Awards" show over NBC-TV Tuesday, May 16 (10-11:30 p.m. EDT). The sketch will be taped.

Jay North, television's "Dennis the Menace," and Joe Kearns, who portrays his friend and neighbor, Mr. Wilson, will be seen in another comedy spot dealing with TV re-runs. Phil Leslie wrote the spot. The sequence will be filmed.

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CORRECTION, PLEASE

The premiere date for the NBC-TV Network's "Whispering Smith" series is Monday, May 8 (9-9:30 p.m. EDT) -- not May 12, as erroneously reported in story released April 24.

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NBC-New York, 4/26/61

CAST AND CREDITS FOR 'THE RENEGADE,' SPECIAL

COLOR DRAMATIZATION ON NBC-TV

Title: "The Renegade"
Date and Time: NBC-TV Network color special Tuesday,
May 9 (10-11 p.m. EDT).
Starring: Steve Cochran and Richard Ney
Written and Produced by John Lee Mahin and Martin Rackin
Director: Rudy Mate
Assistant Director: Paul Wurtzel
Art Director: MacLure Capps
Production Manager: Sidney Van Keuren
Casting Director: Ralph Acton
Cinematography by Carl Guthrie
Film Editor: Eddie Milkis
Script Supervisor: Jeanne Lippman
Makeup by Ron Berkeley
Costumes: Jack Martel and Evelyn Rickart
Audio: Tom Edwards
Video: Bill Ion
Origination: NBC Studios, on color film, Hollywood,
Calif.
NBC Press Representatives: Norm Frisch (Hollywood) and Charlie
Gregg (New York)

* * *

THE CAST

Steve Cochran as Rory O'Neil
Richard Ney as Bertie Smythe
Constance Towers as Felicia
Jack Warden as Daggett
Edward Ashley as Lionel Lyndon
Dayton Lummis as Captain Flood
Maurice Dalimore as Cpl. Sikes
Tom Cound as Lt. Soames
Philip Grayson as Middie Middleton
Vinnie DeCarlo as the Fisherman
Jack Mann as the Conductor

* * *

THE STORY

Taking a behind-the-scenes look at aspects of the Civil War seldom detailed in history texts, "The Renegade" centers its dramatic focus on two men who are neither politically nor emotionally involved in the conflict -- Rory O'Neil (Cochran), a destitute former leader of the Irish independence struggle, and Bertie Smythe (Ney), a dashing Englishman born to wealth but now also penniless. Impressed into the British navy as involuntary crewmen, they jump ship in Baltimore and

(more)

set out to make a financial killing in the confusion of the opening months (1861) of the war. Masquerading as a venal correspondent for an English newspaper and his manservant, they become involved with H. P. Daggett (Warden), an unscrupulous war profiteer who plays one side against the other for his own personal gain. Their plan to make a quick fortune out of the war's confusion is thwarted as retreating Union soldiers stampede the gay throng that had driven down from Washington to watch the spectacle of the war's first battle, at Bull Run or Manassas Junction, Va.

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NBC-New York, 4/26/61

NBC TRADE NEWS-SX-H

April 27, 1961

FORD TO SPONSOR 'HAZEL,' NEW COMEDY SERIES STARRING
SHIRLEY BOOTH, ON NBC-TV NETWORK IN 1961-62

Ford Division of the Ford Motor Company will sponsor "Hazel," a new comedy series based on Ted Key's famous cartoon character, on the NBC Television Network during the 1961-62 season, it was announced today by Don Durgin, Vice President, NBC-TV Sales.

The series, starring Shirley Booth in the title role, will be presented Thursdays, 9:30-10:00 p.m. NYT, starting in the Fall.

"Hazel" has appeared as a regular feature of the Saturday Evening Post since 1942 and has been the subject of several E. P. Dutton books.

The television series is a Screen Gems production, with Harry Ackerman as executive producer, James Fonda producer and William Russell director. The team of William Cowley and Peggy Chantler will serve as chief writers.

Shirley Booth first achieved fame in radio, playing Miss Duffy in "Duffy's Tavern." The distinguished actress-comedienne has starred on Broadway in "Three Men on a Horse," "The Philadelphia Story," "My Sister Eileen," "A Tree Grows in Brooklyn" and "Come Back, Little Sheba." Miss Booth won an Academy Award for her role in the motion picture version of "Come Back, Little Sheba."

The order from Ford Division of the Ford Motor Company was placed through J. Walter Thompson Company.

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April 27, 1961

SPECIAL 'SATELLITE' NEWS STUDIO WILL SPEED NBC COVERAGE
OF FIRST U.S. ATTEMPT TO LAUNCH MAN INTO SPACE

A specially designed "Satellite" news studio to be used for fast-breaking news events is being rushed to completion this week by the NBC Engineering Department in preparation for coverage of "Project Mercury," the first United States attempt to launch a man into space.

The "Satellite news studio" will provide NBC News with more flexible and expanded facilities for instantaneous coverage of major news events. Located near the heart of the control center of the NBC-TV Network, the new studio will be set up to allow immediate and thorough broadcast by the NBC News staff, and will be maintained in a state of readiness for such broadcasts.

The studio, to be a "Satellite" of Broadcast Operations Control and Studios 4J and 5H -- the network operations nerve center in the RCA Building, New York -- will have two live TV cameras that can be controlled electronically from any NBC broadcast point in New York City. Immediately adjacent is being installed an auxiliary headquarters from which the NBC News producer and staff will operate in conjunction with the "Satellite" news studio.

The newly-coordinated news center will enable NBC News to set up a corps of operations in reporting any fast-breaking event -- such as a Gulf special or a United Nations session -- which will operate independently as a complete and separate unit without interfering with regular network facilities.

(more)

2 - "Satellite" Studio

Through close liaison with the nearby Broadcast Operations Control and Studios 4J and 5H, NBC News will be able to maintain immediate contact with the entire network in New York as well as direct lines with Washington and such remote pickup points as Cape Canaveral, Fla.

The "Satellite" studio is likely to be used for the first time as a major hub of operations during "Project Mercury," when the first U. S. man shot into space will occur at Cape Canaveral. Two mobile truck units and other equipment are already being set up there to originate the all-network pool coverage of the historic event. The operation will be monitored in Studio 4J in New York, from which point the Cape Canaveral pickup as well as four video-tape machines and the two cameras in the satellite studio will be coordinated to Studio 5H for network break-in.

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NBC-New York, 4/27/61

NBC-TV NETWORK PROGRAMS

GENERAL MEDARIS TO COMMENT ON SOVIET PARADE OF MILITARY
MIGHT DURING 'MAY DAY IN MOSCOW' TV PROGRAM

Major General John B. Medaris (U.S.A., ret.), former chief of the Army missile program, will comment on the Soviet Union's traditional parade of military might as it is shown on "May Day in Moscow" on the NBC-TV Network Monday, May 1 (9-9:30 p.m. EDT).

General Medaris, who retired in 1960 as Commanding General, U. S. Army Ordnance Missile Command, to become president of Lionel Corporation, will discuss Soviet missiles and other weapons to be seen on the NBC News program. He will appear in a studio in New York with NBC News correspondent Frank McGee, who will serve as anchorman.

The program will present the first same-day television tape coverage of the Soviet celebration to be seen in this country. The May Day parade will be televised live in Moscow and will be transmitted to London on a special TV link set up by the British Broadcasting Corporation. In London, the live signal will be converted to U. S. television standards and recorded on tape, which will be flown to New York.

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NBC-New York, 4/27/61

DICK POWELL SIGNS 8 GUEST STARS FOR PREMIERE OF NEW SERIES

Dick Powell has signed eight of top Hollywood's top performers -- June Allyson, Nick Adams, Ralph Bellamy, Edgar Bergen, Lloyd Bridges, Jack Carson, Carolyn Jones and Ronald Reagan -- to appear in the first episode of his new full-hour adventure series for NBC-TV, "The Dick Powell Show," -- which goes before the cameras at Four Star studios May 15.

In Frank Gilroy's original teleplay -- "Who Killed Julie Greer?" the guest stars will appear in dramatic vignettes portraying the prime suspects in a murder case. Powell will play a homicide detective probing the death by strangulation of young model Julie Greer. Aaron Spelling will produce the episode and Buzz Kulik will direct.

"The Dick Powell Show" will start Tuesday, Sept. 12 (9 p.m. EDT).

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NBC-New York, 4/27/61

NBC RADIO TO BROADCAST HIGHLIGHTS OF EISENHOWER NEWS CONFERENCE

Former President Eisenhower's news conference following his meeting with Republican Congressional leaders Monday, May 1, at his home in Gettysburg will be recorded and highlights will be broadcast on the NBC Radio Network the same day (2:05-2:30 p.m. EDT).

"THE NATION'S FUTURE" CHOSEN AS BEST NEW PROGRAM IN NAFBRAT AWARDS; OTHER NBC SHOWS ALSO HONORED

"The Nation's Future," NBC-TV series of news-making debates, was chosen the best new program in the ninth annual national awards of the National Association for Better Radio and Television. The awards covered programs broadcast in 1960. NAFBRAT cited "The Nation's Future" for "bringing to the average American an awareness of the problems and plans of our nation as heard from the lips of opposing experts." The "Texaco Huntley-Brinkley Report" was honored as the best news and/or news analysis program.

Other NBC-TV programs honored were: Popular music -- "The Ford Show." Education -- "The Equitable's Our American Heritage." Entertainment -- "Bell Telephone Hour." Farm Program -- "Today on the Farm." Best Daytime Program -- "Continental Classroom."

NBC and the other two television networks shared honors for the Great Debates as the television program of the year. "Sponsors of the year" included the Purex Corporation, Hallmark Cards Inc. and the Gulf Oil Corporation.

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NBC-New York, 4/27/61

NBC COLOR TELEVISION NEWS



April 27, 1961

ADDITIONS TO NBC-TV NETWORK COLOR BROADCAST SCHEDULE FOR MAY

Saturday, May 20

2 P.M. EDT -- "Major League Baseball" Game -- Detroit Tigers vs. Boston Red Sox. Lindsey Nelson and Joe Garagiola are commentators.

Sunday, May 21

1:30 P.M. EDT -- "Major League Baseball" Game -- Chicago White Sox vs. Boston Red Sox. Lindsey Nelson and Joe Garagiola are commentators.

(NOTE: Both games will be blacked out by stations in major league markets.)

'GREAT FLOOD OF NON-FICTION PROGRAMS' DUE ON TV IN NEXT DECADE,
NBC'S JAMES NELSON TELLS OHIO STATE INSTITUTE

Look for a "great flood of non-fiction programs" in TV within the next decade.

The forecast came today from James Nelson, manager, NBC Special Projects, in an address at Ohio State University's Institute for Education by Radio-Television in Columbus.

"A reform happened in book publishing 20 years ago which, I think, is beginning to happen in television," Nelson said. "In book publishing, fiction lost its financial place to non-fiction. Today a publisher without a strong non-fiction list is almost a lost publisher...The same shift in emphasis has happened in the big-circulation magazines -- non-fiction now gets the feature play."

Today television itself, through its news analysis, is making an even larger public aware of "our need to know," Nelson said. "The great flood on non-fiction programs can come within the next 10 years when the rise in population and education has actually occurred."

The tide for public affairs programming in TV already has a "more welcome shore," he added. "Listen to the names of the commercial sponsors of our most recent 'Project 20' programs -- Procter & Gamble, Purex Corporation, U. S. Steel Corporation, Savings & Loan Association. None is a foundation engaged solely in selling culture...The advertising agencies that represent these clients are sensitive to the tide; and they are also among the most expert slide rule, cost-per-thousand people."

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NBC-New York, 4/27/61

NBC RADIO NETWORK NEWS

April 27, 1961

'NEW FRONTIERS: THE FIRST HUNDRED DAYS'

NBC NEWS RADIO PROGRAM TO ASSESS KENNEDY ADMINISTRATION'S
ACHIEVEMENTS HERE, ABROAD AND IN SPACE

"New Frontiers: The First Hundred Days," a special NBC News program assessing the achievements and problems of the Kennedy administration at home, abroad and in space, will be presented on the NBC Radio Network Monday, May 1 (8:05-9 p.m. EDT).

The program, featuring NBC News correspondent Robert McCormick as anchorman, will include reports from Washington, Cape Canaveral, London, Moscow, the Far East and Latin America. It will cover the first 100 days of the new administration.

The Washington segments will be handled by NBC's two White House correspondents, Ray Scherer and Sander Vanocur; by State Department correspondent Frank Bourgholtzer, Congressional correspondent Arthur Barriault and correspondents Leif Eid and Richard Harkness. Pentagon correspondent Peter Hackes will report from Cape Canaveral.

Moscow correspondent John Chancellor will analyze Soviet attitudes toward the new administration, and Joseph C. Harsch will report from London on the state of the Western Alliance. Correspondent Wilson Hall will deal with U. S. policy toward Cuba and Latin America as a whole, and Cecil Brown will report from the Far East on the Laotian crisis and other Asian problems.

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NBC TRADE NEWS X-H

NBC TELEVISION AND RADIO IN FIRST PLACE AMONG ALL NETWORKS
IN 3 NEW REPORTS ON GROSS TIME BILLINGS AND SPONSORED TIME

FOR RELEASE MONDAY A.M., MAY 1

NBC Television and Radio are in first place among all networks in three newly compiled reports on gross time billings and sponsored time.

The results of the reports, which cover the latest available month in each case, are as follows:

- ...NBC-TV leads its competition in January gross time billings.
- ...NBC Radio leads its competition in March sponsored time.
- ...NBC-TV leads its competition in April sponsored time.

In television network gross billings for January, NBC topped \$23 million, a January record -- \$2 million (9.8 per cent) above the 1960 figure. The one-month total for NBC was \$136,000 over CBS and more than \$7 million ahead of ABC, making January the third of the last four months in which NBC-TV has been the network leader in gross billings. Preliminary estimates for February indicate NBC holding its lead.

In radio sponsored time for March, NBC is ahead of CBS by 14 per cent and ahead of ABC by more than 33 per cent. This is the 11th month out of the past 12 that NBC has dominated the competition. NBC's total was a net gain of 5 hours, 43 minutes over its February total, due chiefly to an improvement in the weekend figures, where NBC Radio is now carrying more sponsored time than its competitors combined.

(more)

2 - Billings and Sponsor Time

In television sponsored time for April, NBC opened an advantage of more than three hours over each of its competitors and has been number one in five of the past seven months. NBC's total of 52 hours, 48 minutes is a record April high for the network, due primarily to an increase over 1960 of seven hours a week in Monday-Friday Daytime.

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NBC-New York, 4/28/61

April 28, 1961

DOUGLAS FIR PLYWOOD ASSOCIATION WILL SPONSOR NEW NBC-TV
COLOR SERIES, "DAVID BRINKLEY'S JOURNAL"

The Douglas Fir Plywood Association will sponsor "David Brinkley's Journal," new weekly half-hour series on NBC-TV next season, it was announced today by Jack Otter, Director of Special Program Sales, NBC Television Network.

The order marks the first extensive network TV purchase by the Douglas Fir Plywood Association. The firm previously was represented in network television in 1956 when the association purchased participations in "Home" on NBC-TV.

"David Brinkley's Journal" will be broadcast in color each Wednesday (10:30-11 p.m. NYT) beginning next Oct. 11. The new program will present the personal observations and reactions of David Brinkley, who has won awards as one of the most perceptive, able and witty TV journalists.

In his new Washington-based "byline" program, David Brinkley will be given free rein to turn his attention and his powers of trenchant observation to aspects of the current scene that interest him. The series is being blueprinted as network television's first prime time news "column."

The purchase for Douglas Fir was placed through Cole and Weber, Seattle, Wash.

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April 28, 1961

NBC-TV COVERAGE OF FOUR MAJOR FOOTBALL
BOWL CLASSICS COMPLETELY SOLD OUT

More than seven months in advance of football's annual bowl classics, NBC-TV coverage of four of the games are completely sold, it was announced today by Richard N. McHugh, Manager of Special Program Sales, NBC Television Network.

Already sponsored are the Rose Bowl, the East-West Shrine Game, the Pro Bowl and the Blue-Gray Game. At the same time, the National Football League Championship and Sugar Bowl games are one-half sold and the Liberty Bowl and Senior Bowl games one-quarter sponsored, with other advertisers presently negotiating for the remaining segments.

Prominent among the advertisers purchasing sponsorship of NBC-TV's annual football telecasts is United Motors Service Division of General Motors Corporation, which has placed orders for the East-West, Pro Bowl, Sugar Bowl, Liberty Bowl and Senior Bowl games.

The sell-out games are:

The Rose Bowl (Jan. 1, 1962), to be co-sponsored by Gillette Safety Razor Company through Maxon Inc., and Chrysler Corporation through Batten, Barton, Durstine & Osborn Inc.

The East-West Shrine Game (Dec. 30, 1961), with Colgate-Palmolive Company and R. J. Reynolds Tobacco Company each sponsoring one-quarter, and the remaining one-half to be sponsored by the Savings and Loan Foundation through McCann-Erickson Inc. The Colgate-Palmolive order was placed through Ted Bates & Company, and the R. J. Reynolds purchase through William Esty Company.

(more)

2 - Football

The Blue-Gray Game (Dec. 30, 1961) to be co-sponsored by Gillette Safety Razor Company and Chrysler Corporation through the agencies previously mentioned.

The Pro Bowl Game (Jan. 14, 1962) with Liggett & Myers Tobacco Company sponsoring one-half, through Dancer-Fitzgerald-Sample Inc., and United Motors Service division of General Motors Corporation sponsoring one-quarter through Campbell-Ewald Company, and Carter Products Inc. through Sullivan, Stauffer, Colwell & Bayles Inc., sponsoring one-quarter.

The National Football Championship Game (Dec. 31, 1961) is presently one-half sold, with Philip Morris Inc. through Leo Burnett Company Inc. ordering one-quarter, and the Ford Motor Company through J. Walter Thompson Company sponsoring one-quarter.

The Sugar Bowl (Jan. 1, 1962) is one-half sold with United Motors Service division of General Motors Corporation through Campbell-Ewald Inc., and Wynn Oil Company through Erwin Wasey, Ruthrauff & Ryan Inc., each ordering one-quarter of the game.

United Motors Service has also ordered quarters in the Liberty Bowl (Dec. 16, 1961) and the Senior Bowl (Jan. 6, 1962) through Campbell-Ewald Inc.

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NBC-New York, 4/28/61

ARTHUR J. JOHNSON IS APPOINTED MANAGER OF CO-OP
AND NETWORK STATION SALES AND PLANNING, NBC

Appointment of Arthur J. Johnson as Manager of Co-op and Network Station Sales and Planning was announced today by Stephen Flynn, Director of Station Clearance and Related Services.

Mr. Johnson, who has been manager, Station Sales, TV Network Sales, since May, 1958, has been with NBC since September, 1951, when he joined the network's accounting department. He was named circulation assistant in research and planning in February, 1953, and the following year became assistant supervisor of circulation. In 1956 he moved to station line-up sales, and in 1957 was named a station sales representative.

He is a graduate of Manhattan College, and lives in Emerson, N. J., with his wife and three daughters.

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ART LINKLETTER AND MITCH MILLER JOIN 'EMMY AWARDS' SHOW ROSTER

Art Linkletter and Mitch Miller have joined the entertainment roster of the 13th annual "Emmy Awards" show, to be broadcast on the NBC-TV Network Tuesday, May 16 (10-11:30 p.m. EDT).

Linkletter will discuss with children their views of television. Miller, in his own NBC-TV "Sing Along with Mitch" style, will do a musical commentary on television.

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NBC-New York, 4/28/61

April 28, 1961

'NBC WHITE PAPER' TELEVISION BROADCASTS
AND 'EMPHASIS' (OF NBC RADIO NETWORK)
ARE WINNERS OF OHIO STATE AWARDS
- - -
Four NBC-TV Shows Given Honorable Mentions

Two National Broadcasting Company programs, "NBC White Paper" on the NBC-TV Network and "Emphasis" on the NBC Radio Network, have won Ohio State Awards, sponsored by the Institute for Education by Radio-Television of Ohio State University.

Four other NBC-TV shows, "The Campaign and the Candidates," "Destiny's Tot," "Watch Mr. Wizard" and "Continental Classroom - Contemporary Mathematics," gained honorable mentions in the competition.

"NBC White Paper" won a first award among public affairs programs. It was cited for "top quality production and detailed documentation characterizing this series of occasional broadcasts on significant public issues. Approach is blunt and courageous, yet thorough. Sponsor and producer alike are to be commended for these stimulating and timely presentations in prime evening time."

The first award to "Emphasis" also came in the public affairs category. The weekday series was praised for using "network radio intelligently and imaginatively" and for giving "busy Americans concise, firsthand news analyses by NBC correspondents stationed where the news is made."

"Continental Classroom - Contemporary Mathematics" won honorable mention in the category dealing with systematic instruction

(more)

2 - Ohio State Awards

for college and adult levels for "an outstanding solution to a national problem by aiding our teachers with the most advanced methods of scientific instruction so aptly presented by outstanding authorities."

The honorable mention to "Watch Mr. Wizard" in the class for programs for children and youth stated the show "...has not yet been beaten...for presenting science and scientific concepts in an attractive and stimulating manner."

"Destiny's Tot," receiving an honorable mention among the special one-time broadcasts, was called "A courageously vivid and fascinating documentation containing a moving and important messagea powerful vehicle, effectively presented."

"The Campaign and the Candidates" gained its honorable mention among programs illustrating television's unique communication function in developing informed citizens in a U. S. election year because it offered a "clear, concise and objective look at the candidates and their stands on major issues" and was "a fine contribution to an informed citizenry."

Recognition also was given "The Great Debates," carried jointly by NBC and the two other television networks, and "NBC Covers the Political Scene" for their contributions to the American political scene.

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NBC-New York, 4/28/61

NBC-TV NETWORK PROGRAM

SENATOR MORSE, ON SENATE FLOOR, SAYS HE OWES 'APOLOGY'
TO 'TODAY' VIEWERS FOR REMARKS ON INVASION OF CUBA

Senator Wayne Morse (D.-Ore.) said on the Senate floor April 24 that he owed an apology to viewers of NBC-TV's "The Dave Garroway Today Show" because he had not spoken "the facts" about the invasion of Cuba.

Senator Morse sent a copy of his remarks, which were printed in the Congressional Record, to Dave Garroway. Excerpts follow:

"... last Tuesday (April 18) I appeared on the Dave Garroway television show in the morning and was asked questions about the Cuban situation. I presented what my understanding was in respect to the administration's policy. Subsequently, I found myself very much chagrined....

"I think I was quite justified in my remarks, although I owe an apology to everyone who heard me on the Dave Garroway television show. I did not speak a falsehood, because that would involve an intention to mislead the public, but I did not speak the facts, because subsequently the whole country discovered that what I thought was the policy of the administration was not the policy of the administration at all.

"We now know that there has been a covert program underway to be of assistance to the Cuban exiles in an invasion of Cuba, and that assistance was given by the U. S. Government...."

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NBC-New York, 4/28/61

April 28, 1961

ENCORE FOR 'NOT SO LONG AGO'

Highly Praised 'Project 20' Program, Again Sponsored
By Purex, to Be Broadcast May 30

The dramatic and humor-filled "Not So Long Ago," NBC-TV's "Project 20" resume of the years 1945-1950 narrated by Bob Hope, will be encored Tuesday, May 30 (10-11 p.m. EDT).

Purex Corporation, Ltd., which sponsored the premiere showing Feb. 19 last year and the first revival Aug. 12, also will sponsor this second encore.

"They could bury this show in a time capsule and dig it up a thousand years from now as an accurate and entertaining history lesson of the years 1945-1950," wrote the critic for UPI.

Across the country, other TV critics hailed it as "a beautiful show" (Los Angeles Times), "enormously satisfying" (San Francisco Chronicle), "another brilliant Project 20 show" (TV Keynotes), "a winner" (Pittsburgh Press), "an excellent slice of history" (New York Times), "a fascinating hour of viewing" (Variety) and "simply marvelous" (New York Herald-Tribune). As narrator, Bob Hope is "at his best" (Indianapolis Times).

Donald B. Hyatt, Director of NBC Special Projects, was its producer-director. ("He rates among the top properties on the NBC roster," noted the Syracuse, N. Y. Herald Journal.)

A portrait of the U. S. from V-J Day to the outbreak of the Korean War, "Not So Long Ago" is a kaleidoscope of sights and sounds of the nation as it enters the Atomic Age.

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CAST AND CREDITS FOR 'OUR AMERICAN HERITAGE'
DRAMA OF 'WOODROW WILSON AND THE UNKNOWN SOLDIER' ON NBC-TV
SATURDAY, MAY 13 (9:30 TO 10 P.M. EDT)

"The Equitable's Our American Heritage"
Presents
"Woodrow Wilson and the Unknown Soldier"
by
David Shaw
Narrated by
Don Ameche;
with
Judson Laire as Woodrow Wilson

Art Director.....Duane McKinney
Costumes by.....Noel Taylor
Associate Producer.....Berenice Weiler
Film Editor.....Yoshio Kishi

Directed by
James Lee

Produced by
Mildred Freed Alberg

A Milberg Production
With the
Editors of
American Heritage Magazine

* * *

Cast Principals

Judson Laire.....as President Woodrow Wilson
Humphrey Davis.....as President Warren Harding
Dana Elcar.....as Sgt. Edward Younger
Eugene R. Wood.....as the Senator
Clifford Cothren.....as Col. Quackenbush
Heywood Hale Broun.....as Maj. Harbold

* * *

Additional Credits

| | |
|-----------------------|----------------------------------|
| Host: | Lowell Thomas |
| Casting Director: | Tom Sand |
| Associate Director: | Robert Hopkins |
| Technical Director: | Larry Elikann |
| Production Assistant: | Ruth Daniels |
| Research by | Richard Ketchum and Meryle Evans |
| Makeup by | Bob O'Bradovich |
| Unit Manager: | Frank Evanella |
| Lighting: | Alan Posage |
| Music by | Frank Denning |

(more)

2 - Credits for 'Woodrow Wilson'

| | |
|----------------|-------------|
| Sound Effects: | Art Cooper |
| Audio: | Norman Ogg |
| Stage Manager: | Norman Hall |

* * *

| | |
|---------------------------|--|
| Sponsor: | The Equitable Life Assurance Society of the United States |
| Agency: | Foote, Cone and Belding |
| Origination: | NBC Studios, New York, on tape |
| NBC Press Representative: | Charlie Gregg, New York |

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History Come to Life

"Woodrow Wilson and the Unknown Soldier" concludes the second season on the NBC-TV Network of the award-winning "The Equitable's Our American Heritage" series of special historical dramatizations. As television's only series devoted to historical enlightenment, "Our American Heritage" has presented 13 dramas of crucial events in the careers of as many great Americans since its TV premiere on Oct. 18, 1959. Scrupulous authenticity has been the hallmark of "Our American Heritage." Produced in association with the editors of American Heritage Magazine, the series has offered top American acting talent in true-to-life re-creations of great American lives. These have included Ralph Bellamy as Thomas Jefferson (twice), Howard St. John as George Washington (three times), Arthur Kennedy as Alexander Hamilton (twice), James Whitmore as Ulysses S. Grant, Burgess Meredith as Eli Whitney, Christopher Plummer as Oliver Wendell Holmes Jr., David Wayne as Andrew Carnegie, Bill Travers as Andrew Jackson, George Peppard as Theodore Roosevelt, Hugh O'Brian as war hero John Honeyman, Raymond Massey as Abraham Lincoln and Dean Jagger as Robert E. Lee.

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Background and Story

The stories of two great Americans, who never met or knew each other, and who would have vowed they had nothing in common, are told in "Woodrow Wilson and the Unknown Soldier."

(more)

Mr. Cooper
Room 100
New York

General Electric
Radio
Cable Division

The following is a list of the
names of the persons who
were present at the
meeting held on May 10, 1944
at the New York office of
the Federal Bureau of Investigation.

Mr. Tolson
Mr. E. A. Tamm
Mr. Clegg
Mr. Glavin
Mr. Ladd
Mr. Nichols
Mr. Rosen
Mr. Tracy
Mr. Carson
Mr. Egan
Mr. Gurnea
Mr. Hendon
Mr. Pennington
Mr. Quinn
Mr. Nease
Miss Gandy

History of the Case

The following is a summary of the history of the case. It is based on the information furnished by the persons who were present at the meeting held on May 10, 1944, at the New York office of the Federal Bureau of Investigation.

The case involves the activities of a group of persons who are known to have been active in the United States during the years 1930-1940. The group is known as the "American People's Party" and is alleged to have been organized for the purpose of promoting the interests of the "common man" in the United States.

The group is alleged to have been organized by a person known as "John Doe" and to have been active in the United States during the years 1930-1940. The group is alleged to have been active in the United States during the years 1930-1940 and to have been active in the United States during the years 1930-1940.

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3 - Credits for 'Woodrow Wilson'

One, the President of the United States, died broken and utterly discouraged -- believing that all he had lived for and labored for had been in vain. In reality, Woodrow Wilson had not lost. The world today regards Wilson as history's first "prophet of peace." If the United Nations ever succeeds as an effective instrument of international law, to Woodrow Wilson will go much of the credit. His great dream of world peace will have become reality.

The other, a nameless, faceless American doughboy "known but to God," probably believed -- as he surrendered his life on a foreign battlefield -- that he was dying for something precious in "the war to end wars." But the U. S. Senate, in rejecting Wilson's League of Nations, scuttled any hope of a lasting peace. With rare vision, Wilson had prophesied:

"I can predict with absolute certainty that, unless the nations of the world concert the methods by which to prevent it, there will be, within another generation another world war.

"I promised you this was a war against wars. But I am obliged to come to you in mortification and shame and say I have not been able to fulfill my promise. You are betrayed!"

"Woodrow Wilson and the Unknown Soldier" uses still photographs, motion picture film clips, drawings, live dramatic segments and narration throughout in telling of Wilson's tragic fight to save the League -- linked inexorably with an American soldier "whose soul has entered into the spirit that is America."

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NBC-New York, 4/28/61

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officially discredited -- a situation that all his friends and
loyal had been in vain. In reality, Woodrow Wilson had lost. The
world today regards Wilson as history's first "prophet of peace".
The United Nations even recognized an extensive statement of Wilson's
national law. To Woodrow Wilson will go much of the credit. His story
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Battelleid -- that he was dying for something better in "the law to
and wars." But the U. S. people, in rejecting Wilson's legacy --
national, another way of a lasting peace. Wilson was Wilson
Wilson had prophesied.

"I can predict with absolute certainty that within
the nations of the world through the efforts of Wilson is
presented it. There will be a world of peace and justice
world war.

"I promised you this was a new century war. But I am
obliged to you to see it is not a century war and now I
have not been able to fulfill my promise. You are right."
"Woodrow Wilson and the American People" must still move
forward, nation during this time, forward, like Wilson's movement
and nation throughout is calling on Wilson's spirit to lead us now
the future -- a new century with no further war. Wilson was
the entered into the entire world is peace."